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COVER

THE RICHES OF SPORT



Propelled by television's voracious appetite for sports programming, the business of sport has become an \$88.5-billion-a-year industry in North America. Even athletes far less talented than The Great One—Wayne Gretzky—have become multimillionaires. But as revenues and salaries continue to soar, critics argue that sport has been corrupted by rampant commercialism.

— 42

WORLD

BALTIC SHOWDOWN

Tensions escalated between Moscow and the breakaway republic of Lithuania after Soviet troops stormed into a Vilnius hospital and arrested Lithuanian deserters from the Soviet army. As the crisis deepened, Western nations appealed for calm and warned against the use of Soviet military force.

— 34



CANADA

GREEN POLITICS

Environment Minister Lucien Bouchard delivered a "green plan," but it was not the long-awaited sweeping environmental policy. Instead, it proposed national consultations. Many environmentalists, who were expecting concrete proposals, decided that there has already been enough talking.

— 14



LETTERS

'REDNECK' RACISM

The worst thing about the campaign launched by Prince Kowalski and others in Western Canada ("Tractor backlash," *Crested*, March 18) is not their racism, but what I suspect has been a largely apathetic reaction. I cannot believe that politicians such as Saskatchewan justice Minister Gary Leach are reluctant to publicly challenge Kowalski and his counterparts. It is up to members of legislatures, politicians and community leaders to protect racial material whenever it is distributed. Please, do not perpetuate the stereotype of the Prairies as a region full of rednecks.

Bethany Sells,
New York City

My family has been in Canada for several generations and I am very proud of it. While the government is bending over backwards to allow ethnic groups their rights to maintain their cultural identities, it is ignoring the fact that any cultural identity is being destroyed. All people who look to traditional Canadian symbols, such as the RCMP uniform, as part of their national heritage have the right to maintain that heritage as sacred. And yes, if we try to keep our national heritage, we are accused of being racist. I do not understand.

Betty J. Brown,
Windsorale, Ont.

I would like to ask Herman Behrman how he can substantiate his claim that his poster of a tortured RCMP officer is "not racist and it wasn't meant to be racist."

Meat Harpner,
Hawthorn

A THREAT, OR A DELUSION?

Your March 13 editorial repeats the current efforts of the media to cast a fly in the ointment ("A Dangerous Delusion," *From the Editor's Desk*) it is not enough that West Germany has been a significant participant in achieving the dramatic changes in Europe, while changing from an utterly oppressed and trampled country to a "great." The new Germany will become the ruler of a new Europe, and the world will be better for it.

Gary F. Schele,
Lower Merion, N.C.

Thank you for your wise and prescient editorial. All you have about is unfounded, while the anglophobes and the security for innocent anglophobes have been convinced. The world does not need to tell the Germans down, but a society needed to guarantee of good behavior.

John Miles,
Pewee



Kowalski 'largely apathetic reaction'

Western journalists seem to want to stir up controversy over the issue of a so-called Germany. Well, freedom seems to have come to the East. Why is it so difficult to expect that, if and when East Germany became free, it would not want to renege? With language, culture and, more importantly, direct family links on both sides of the border, why are we so surprised at this?

PASSAGES

DEB: Celebrity Indian designer Roy Halston Frowick, 57, better known as Halston, who's clients included Jacqueline Kennedy Onassis and Liza Minnelli, of AIDS-related cancer, in a San Francisco hospital near his home. A leader in American design in the 1970s, Halston became equally famous during that time for his opulent New York City parties, frequented by Andy Warhol, Truman Capote and Elizabeth Taylor, among others. Halston opened his own New York store in 1973, and his classic, comfortable designs became popular worldwide. By the end of the 1980s, he had created a fashion empire that included 20 retail product lines, three luggage lines and a perfume line.



SENTECED: Celebrated French architect Françoise Sagas, 64, whose best-known work, including her 1964 *Bois de Vincennes* Theatre, have been translated into 20 languages, in a somewhat suspended job term by a Lyon, France, court, after police discovered more than \$80,000 worth of cocaine and heroin in her Paris apartment.

DEB: Canadian Ray Goulding, 68, who with Bob Elliott made up the famous duo and Ray duo, whose gentle nature delighted North American radio and TV audiences for more than 40 years, of kidney failure, at his Montreal, M.T., home.

RESIGNING: On Jan. 33, Archbishop of Canterbury Robert Runcie, 69, as leader of the Church of England. Runcie said that he would step down one month before his

novel. The archbishop's term to discontinue their focus from Russia-Russia to German-Russia. I have to ask who really is invading old Russia—the Germans, or the Western media? Ralph Thackeray, Prince Rupert, B.C.

WARSAW PACT KEPT THE PEACE

Barbara Ansel has an obsession with the Soviet Union ("The powers of Boris Yeltsin," *Crested*, March 20). Really, she should be more concerned about the developments in East and West Germany. In that case, we're back to square one. Are we so naive to believe that history cannot repeat itself? With the Warsaw Pact in place, we have had uninterrupted peace in Europe since 1945. What the future will hold is open to debate.

Robert Stewart,
Nanaimo, B.C.

A MATTER OF PERSPECTIVE

Can the National Gallery of Canada mount an exhibition that the controversial painting *Force of Five* ("Stripes of style," *Art*, March 26) is not hanging upside down?

Harry Allen,
Victoria

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LETTERS

'THE STATE OF FREE SPEECH'

Your Opening Note "Controversy on campus" (March 5), which refers to a decision by Upper Canada College organizers to cancel an invitation to me to address their World Affairs Conference, says more about the state of free speech in Canada than about the state of affairs in my country. CCC's action is closer to the norm than the exception whenever a South African diplomat is invited to speak at a Canadian institution, despite the fact that neither the ambassador nor I have ever given an address that deflected a spotlight. It is particularly revealing that a member of Canada's Parliament, Stuart Robinson, should contribute an address before his contents are known.

Gene Proctor,
First Secretary, Embassy of South Africa,
Ottawa

RAILWAY RELATIONS

Canadian Pacific chairman Willem Storten wrote that the last Via train was not allowed to pass at Chaudière, B.C., "due to precluded clearance for passenger and crew safety..." ("Prong aspects," Letters, Feb. 26). Are CP Rail operations so close to unsafe that a moment to pass a coach might have been perilous, or was it CP adhering faithfully to its decision for public relations?

Ray Hennen,
Dallas

AN INSPIRING CHOICE

Thank you for "A minister on the fast track" (Cover, March 5). As a student thinking about what I want to do with my life, I admire Ken Campbell. His intelligence, talent and personal ideals have been an incentive to me, encouraging me to think that I can achieve anything I set my mind to and make a difference in this world.

Katherine Paetz,
Parr, Ont.

PERSONIFYING CO-OPERATION

Queen's Isabelle Bessner and Ontario's Lloyd Blake, who was a silver medalist at the world figure skating championships in Helsinki ("Back co-back gold," Sports, March 15), personify what Canadians can achieve when we build on our respective strengths. By working together, we can compete and win against the best in the world.

Bruce MacMillan,
West Hill, Ont.

Letters are edited and may be condensed. Signers should include names, addresses and telephone numbers. When convenient, please include a return address. Letters are published in French in the *Journal de Montréal* and in Spanish in the *Revista de la Prensa*. Please allow 4-6 weeks for publication.

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LETTERS

SAD COMPARISONS

My master, Joseph Frates, who took probably 27 seconds to court individual rights in South Sea: Movie ("Taking sides on language," Canada, Feb. 15), gets equal coverage on the features page with the hero Nelson Mandela. It is especially sad because Mandela has spent 27 years in prison because his rights were curtailed.

*Bobby Macfar
South Sea: Movie, Ont*

BRATS, BUMBOS AND LOVERS

A host, you made an attempt to confront the issue of female/male relations ("The battle of the sexes," Special Report, March 5). Yet in the same issue, you quote Paul Newman as saying, "There's no reason to rush—I have stuck at home." ("Forever lovers," People). By doing so, you reinforce the misguided idea of "women as men."

*Don Wright,
Montreal*

Complete your coverage of billionaires, brats and brinks in two stories your March 5 issue ("Trump warlords," "The Sexes," "Sex and intrigue," Television) with the missing piece: a profile on Paul Newman and Joanne Woodward's marital stability. It suggests that Maclean's considers values in this country to rest on pretence and not on principles. In the future, let's give two pages to Newman (Woodward) and a paragraph to Trump's daily.

*G. Douglas Roney
Halifax*

GUIDE FOR BUDGET CHAOS

For many Canadians, depressed as we were of the services of Doug Seal, the chief economist surrounding this year's budget came from the chance it gave us to study the rhetoric of double-talks, Michael Wilson variety. In this kind of exercise, what is most important is what is not said. But to, Peter C. Newman to the rescue ("The numbers game," Commentary, March 5). Thank you, from all of us who need a guide through the academic road surrounding, and sometimes in, Wilson's words.

*C. Scott Seckers,
London, Ont*

'A POLITICAL CHESS GAME'

It is not a wonder that people are losing faith in our political system. As an evidence in "The new 'republic'" (Canada, March 10), citizens are becoming aware as a political chess game where the opponents challenge the effectiveness of their manipulative 16 tactics, rather

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Figure 1. The effect of the concentration of the polymer on the gelation time of the polymer solution. The concentration of the polymer was 0.5, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834

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OPENING NOTES

Alice Munro balks at a 'compliment,' U.S. Republicans court Tom Clancy, and Sinclair Stevens makes his peace with the press

MISPLACED PRAISE

The New York Times Book Review chose her collection of short stories, *The Progress of Love*, as one of the seven best works of fiction of 1986. And in an apparent extension of that American enthusiasm for the work of Gonville's Alice Munro, WB publisher Random House, Inc. has now called the Canadian author its "one of America's leading writers of short fiction." Random House did so on the jacket of an audiocassette tape of Munro's recently released short-story collection, *Friend of My Youth*. Random House spokesman Leslie Nedell told *Maclean's* that the mistake was "inadvertent," adding that Munro "is described that way because she is highly regarded around the world." But her Canadian publisher was unmoved. Seld Douglas Gilkes, publisher of Toronto-based McClelland & Stewart: "I regard it as an interesting compliment." Munro, meanwhile, was even less impressed in her appraisal of the Random House error. Seld Munro, who lives in Clinton, Ont.: "It was stupid."

Munro: "highly regarded around the world"



ALICE MUNRO

Rating a network's priorities

Some million regular viewers were to be surprised if they tried to catch CTV's current-affairs show *485* on April 1 at its normal 8 p.m. time. That was because CTV executives decided only a week before to move the show to a slot one hour earlier, during the prime-time, night 10/9c time period for the highly popular U.S. comedy show *America's Funniest Home Videos*. CTV spokesman Janet Eastwood said that the heavy ratings were chiefly an attempt to find a more dependable time slot for *485*, which had often been preempted by Sunday evening specials. But other network staffers, who requested anonymity, said a more important motive, just one week before the end of the TV

season, was to draw a big audience at 8 p.m. to boost April ratings, so which ad rates are set. Timing in television is a personal concern.



485 hosts Jim Boon, Sylvia Swenson and Bill Cunningham have a busy manoeuvre

A MONETARY OVERSIGHT

A 1984 Canadian \$1,000 bill sold at auction last week in New York City for \$10,000. That price reflected the rarity of the bill, which was pulled from circulation after just six months when people noted what looked like an image of *Satan's head*—with horns and holed nose—in the Queen's face. Although government officials insisted at the time that the embossed design glitch was almost indecipherable, their decision to remove the note quickly from circulation has created a coveted—and decidedly expensive—collector's item.

Marriages on the move

The Montreal government's plan to decentralize some of its services by moving 600 jobs out of Winnipeg seemed simple enough. But, as details of the program emerge, it has become clear at least six married couples to part company. One of those couples is Graham and Marie Sorensen. He is an agriculturalist whose office is moving to Corcoran, 100 km south of Winnipeg; she is an administrator of a welfare office relocating in Corbyville, 150 km to the west. Still, government officials say the order is firm, leaving couples to choose between at least one resignation—or a decentralized marriage.



Marco and Leggio: a name change for a fictional counterpart

A BATTLE OVER NICK NAMES

It was the kind of publicity that Canadian actor Nick Mancuso clearly felt that he could do without. Early in 1989, Mancuso noticed that the lead character in the TV series *Mancuso 911* was also named Nick Mancuso. The actor got in touch with the show's Los Angeles producers and told them that he would appreciate a name change for his fictional counterpart, who is played by an American actor, Robert Loggia. Last January, almost one year after Mancuso's initial request, the producers agreed to meet him

partway—they told him they were changing the first name of their fictional character to Wes. But the real Mancuso was not satisfied. The problem was that his own real name, which he modified when he became an actor, is actually Ness. Still, the chances for yet another name change appear to be slim at best. Declined the series' producers, Robert Loggia, with vague frustration: "You really hear the character's first name anyway." Name-dropping can be a sensitive pastime.

Dumping a restrictive propaganda law

The 36-minute, Academy Award-winning documentary, produced by the National Film Board of Canada, presented a scathing assault of U.S. nuclear arms policy. But several months after the Canadian release of *If We Love This Planet* in 1983, the U.S. government labelled the film "political propaganda," invoking the Foreign Agents Registration Act of 1938—which requires such labeling on films financed by foreign governments. But last week, hearings took place in Washington to revoke the act, which some filmmakers have considered outrageous. The Canadian-born Steven Spielberg, *Shogun* director, Terri Mark, who testified at the hearings: "It has taken a while, but it is a hopeful sign for democracy that we have gotten this far."



Stalk the presses

He criticized the standards of journalism and accused the press of "hitting" him during his much-publicized 1987 trial, in which he was found guilty of 14 counts of sexual charges. But now former Conservative cabinet minister Sinclair Stevens, who was a reporter at *The Toronto Star* in the 1960s, has himself courted in the world of journalism. This week marks the first anniversary of his own newspaper, *The Planet Today*, a monthly tabloid that is distributed free of charge to about 120,000 selected homes in and around Toronto. Just last last week, Stevens announced that he did not teach the *Canadian Express*, a Windsor, Ont., twice-weekly tabloid with a circulation of 30,000. Stevens said that the purchase would provide him with "an excellent base" for larger forays into the world of publishing—giving him a chance to stalk his own press.

Stevens owning two papers—as far

Hunting their man

The recent release of the film version of author Tom Clancy's *Cold War thriller*, *The Hunt for Red October*,



Clancy: impressive

has clearly impressed a key U.S. Republican. Soon after the film's debut, Edward Bell, chief of staff to the Republican congressional committee, asked Clancy to run for Congress next November. Clancy said that he would consider the offer when he finishes a promotional tour for *Red October* later this month—leaving Republicans to read between the lines.

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ANOTHER VIEW



The season of self-delusion

BY CHARLES GORDON

Basball is back, but it's harder to love this year. Not that we won't try. While the romance of the game has been a bit overcast in all these months of the great recession, we've seen enough of childhood nuts, game-day bring comfort and hope to millions each year. The hope comes each spring—or late winter, as we know it in Canada—when the teams head for Florida and Arizona to get ready for the season. The reporters go with them and send back messages of optimism, about how good the veteran players are feeling and how exciting the new ones are looking. For fans of every team, this could be the year. And it will be at least another couple of months before most of us find out that it isn't.

The optimism comes from the game's idealism, with how little its rhythms and outcomes change from year to year. In Florida, just after the hottest ended and spring training finally begins, a Canadian reporter tracked down *Don White*, one of the original 1917 *Star* Jays who now, after 12 years as one of the most popular members of the team, is working out with the Atlanta Braves, to whom the Jays traded him. The Jays finished last in their division last year. The Braves finished last in theirs. Asked to comment on his new situation, White said:

"I really don't know too much about this club other than they say we've got a chance to surprise a lot of people if we all do our job."

Almost since the game was created, players and managers have been saying things like that, probably because, as reporters have been writing it down and fans have been taking comfort in it, no matter how much evidence there is to the contrary.

The game has that kind of hold on people. In the midst of a personal crisis, they lose sleep and weight, miss appointments, experience sudden moments of euphoria and depression. When the season runs a year for another year, they

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dream of the game, sweating it with rhythm, and spiritual, propitiously.

While people waited for the baseball lockout to be over and spring training to start, they read one of the pressmen's latest column, *Field of Dreams*, issued as the W. P. Kinsella novel *Shannon's Joe*. In *Field of Dreams*, a low-income, balding bald field where he should be growing corn. Dead major-league come back to life on the field and play games every day and night. One of them is the legendary Shannon Joe Jackson, played by an actor who looks right and throws left, instead of the other, homely, proper, we wonder. The game has the kind of hold on people that such facts stick in their minds.

Field of Dreams ends happily, with the farmer saved from the foreclosure of his farm. He is served by the fact that thousands of people—see the headlines of their cars as the camera pulls back for the closing shot—are going to come to the farm and pay \$20 to watch the games. It is an instructive ending.

Because what saves the farm in *Field of Dreams* is what runs the game in real life. Money, that is, is paying the teams a billion dollars for television rights, and the teams are paying some players more than \$3 million a year. A fan who does not have magic crystals

expecting his team sees the money taking the game further and further away from him. He sees television money becoming more important than his money. He sees, in recent stadium design, other signs of big money becoming more important than small money.

Toronto's SkyDome, a most contemporary field of dreams, has 3,000 seats that sell for \$4. It has about 4,000 seats in enclosed luxury boxes, the boxes, with 30 seats, selling for as much as \$25,000 a year. There are 1,450 seats in restaurants overlooking the field, and 70 hotel rooms with a view, their rates ranging from \$350 to \$800 a night, each capable of holding a dozen well-heeled spectators. Clearly, the moneyed fan, like the moneyed TV network, grows in importance to the teams and their moneyed players.

Money, it is worth remembering, was not exactly irrelevant in the baseball of old. In 1890, Babe Ruth signed a contract that made him better paid than the President of the United States, Herbert Hoover. Ruth's defence makes us wonder "Why not? I had a better year than he did." And the discrepancy was not that wide. Ruth made \$80,000, Hoover, presiding over the Great Depression and not that wide. Ruth made \$80,000, Hoover, presiding over the Great Depression and not that wide, having a great year, was paid \$75,000.

Now, however, the minimum baseball salary is \$108,000 (U.S.). The average salary at last year was \$357,000. The President of the United States earns \$200,000. It is less and less possible for the fan to identify with the game, just as it is less and less possible for him to get to see it. The Toronto Star last year estimated it would cost a family of four, sitting in average seats, \$98 to see a game, making the cost of food but not counting the cost of getting there and not counting the cost of souvenirs and snacks.

Baseball's economic weakness, however, says, when the Chicago White Sox drove the 1913 World Series. But the game recovered and the innocence of the fan returned. You can see it in the appeal of *Field of Dreams*, in the popularity of spring training among tourists. But spring training is becoming overcrowded, it costs more to get in, and all these headlights are approaching the field of dreams.

"They'll arrive at your door, as innocent as children, longing for the past," the farmer is told in *Field of Dreams*. It's a nice thought, but for every one longing for the past, there is another longing for the future. You can imagine the writer, *James G. Thompson*, in which the cornfield is cut down to make room for restaurants and luxury homes, the ghost ball players hold out for more money and plastic fans as a substitute to accommodate modern-track conditions in the old season.

Because there are so many of us, it should be within the power of baseball fans to prevent the game from being destroyed by its success. We could refuse to go to the ball park, but the owners might not notice. We could write complaining letters to our favorite players, but they would be paid anyway by public opinion and money. Most realistically, we could attack the television ratings by refusing to watch. That might bring them to their senses. Except that we would have to miss the game.

GREEN POLITICS

BOUCHARD'S LONG-AWAITED STRATEGY ON THE ENVIRONMENT CALLS FOR INCREASED CONSULTATIONS

At the time, the appointment was widely viewed as a sign that Ottawa was ready to give top priority to environmental concerns. In fact, when Prime Minister Brian Mulroney appointed Lucien Bouchard to the sensitive environment ministry in December, 1984, the 49-year-old newcomer to elected politics suddenly enjoyed influence that had been denied his predecessors in the portfolio. Mulroney's decision to make Bouchard—one of his closest friends and confidants—a member of the most senior cabinet committee also signalled the Conservative government's intention to make environmental protection the pillar of its social policy during its second mandate. But Bouchard's tenure has been marked by rather unfruitful negotiations with federal bureaucrats who have resisted his ambitious plans to craft a sweeping five-year national environmental plan. The internal battle forced Bouchard to postpone a planned spring unveiling of the policy until next fall. Then, last week, he brought forth in its place a discussion paper and announced that the government would hold public consultations across the country before finalizing the policy.

The discussion paper, titled *The Green Plan*, contains few concrete policy initiatives. For the most part, the 30-page document spells out, in often pedantic form, the major questions facing governments as they try to deal with the challenges posed by environmental degradation. The paper's approach reflected the enormous difficulties Bouchard encountered in trying to reach a consensus on how to deal with threats to the environment. With specific obstacles concerning bureaucratic obstacles, Bouchard chose to pose questions rather than introduce recommendations that were certain



Industrial emissions: a full deadline

to be controversial. But that approach frustrated many environmental activists who were clearly hoping for more concrete measures. "Of course, we will participate in the consultations," said Daniel Green, co-president of the Montreal-based Society to Overcome Pollution. "But we will just be giving the minister the same brain and suggestions that we have been putting forth for the last 10 years." The lack of specifics was "a tragic disappointment," said Michael Marleau, executive director of Greenpeace Canada. "This is not action—it is another excuse for inaction. The idea of further consultation at this point is close to ridiculous."

Assessing the release of *The Green Plan* in Montreal, Bouchard acknowledged that Canadians are eager for governments to show leadership. "I can see the growing importance of people because they want action," the minister said. But he also noted that public consultations are necessary to explore more unanswered questions, noting that the willingness of Canadians to pay more for environmental protection. "I intend to know if people are ready to pay for the environment," said Bouchard. "Are they really to pay more taxes?"

At the same time, *The Green Plan* did, in fact, contain some concrete proposals, placing higher importance on environmental education and the creation of debt banks. Ottawa also set a high priority on cleaning up British Columbia's Fraser River, proposed creating five new national parks by 1995 and suggested new national standards for driving safety.

Still, the plan contains many policy options under consideration. The paper did not offer an opinion on one of the most fundamental issues facing governments: how to fund. Canada's environment ministers have agreed that Canadians should not be asked to make any payments in full by the year 2000. But *The Green Plan* took no position on whether the target should be met through higher regulations on packaging and recycling, or by a mix of higher prices and penalties.

Bouchard did set a new target for turning the proposals into law. He pledged that the findings of the three-week-long, 35-city consultations tour will be used to compile an environmental action plan by the fall. And he said that he had secured guarantees from his cabinet colleagues to continue working to fulfil this promise. Although he would not reveal the amount of money earmarked for the plan, some of the minister's associates told Marleau that, in meetings with Finance Minister Michael Wilson in January, he secured prom-

ises of about \$5 billion for the five-year plan. But those promises did not satisfy many environmental groups, who accused Bouchard of bringing on his initial lofty goals that environmental consultations would provide environmental concerns. As well, some provincial environment ministers remained skeptical of Bouchard's ability to carry through on his pledges. Said Ontario Environment Minister James Braden: "The real proof of how effective it is going to be is in the dollars and cents that are allocated to it, and the political will to carry out the tough decisions."

But Bouchard was not without supporters. Said Digby McLaren, president of the Ottawa-based Royal Society of Canada, a 108-year-old group of eminent scientists: "Bouchard brings goodwill to a gloomy problem, and he has my sympathy." And for his part, B.C. Environment Minister John Reynolds said that he welcomed the consultative process. "We need it," he said.



Bouchard: people 'want action,' but will they pay?

"Something that sounds really good in Ottawa sounds totally different in another part of the country."

For the most part, business spokesmen reacted coolly to *The Green Plan*. Ashton Cheselais, director of environmental control for Vancouver-based forestry giant MacMillan Bloedel Ltd., said that the government's use of mixing Canada "the world's most environmentally friendly country" by the year 2000 was unrealistic. But he noted that Bouchard's document laid many issues unveiled. Declared Cheselais: "One of the major issues is going to be 'How green is green?'"

Michael Marleau, a business lawyer associated with Ottawa's law firm, said that Adam Zupancich, chairman of Toronto-based Noranda Forest Inc., "has been pretty interested. Whether the rules may be, it is better we know what

National Notes

A PIECE FOR HELP

During a one-day visit to Ottawa, Polish Prime Minister Tadeusz Mazowiecki asked for Canada's help in reducing his country's \$47-billion foreign debt—about \$3 billion of it owed to Canadian lenders. Poland's first non-Communist leader, at more than 40 years old and with the debt "seriously affects Poland's experience of moving to a free-market economy."

LAND-CLAIM AFFAIR

The federal cabinet approved an agreement in principle on the largest unratified claim in Canadian history. If finalized, the agreement will give the 17,000 Inuit of the central and eastern Arctic \$500 million in cash and ownership and surface rights to an area roughly the size of Newfoundland and Labrador.

A TAKING STALEMATE

Provincial finance ministers told their federal counterparts, Michael Wilson, that they would not join a common system for collecting the new-part-out federal Goods and Services Tax, slated to take effect on Jan. 1. As a result, the new provinces with their own sales taxes—Alberta is the exception—there will be two separate systems in effect.

FARM AID

Federal Agriculture Minister Donald Mazowiecki said that Ottawa is ready to provide \$500 million in its debt relief. Prime Minister Mulroney's government intends to contribute to a financial rescue plan. Mazowiecki added that he would discuss his plan with his provincial counterparts this week.

RIGHTS REPORT CARD

Hamas Rights Commissioner Mervyn Yalton said that Canada "cannot hold its head high" because of the way that the human rights of aboriginal peoples. It has annual reports, he called for a royal commission to examine the human rights of government. He also said that proposals to advance random drug tests to federal transport and defence department employees affect their individual rights.

NO KNOWLEDGE

Alexander Hickman, chief justice of the Newfoundland Supreme Court, told the Hughes Inquiry that he had no knowledge of a 1975 police investigation into sexual abuse at the Mount Cashel orphanage in St. John's. Hickman was Newfoundland's justice minister at the time. Earlier testimony had testified that Hickman's deputy, Vincent McCarthy, knew of the investigation.

they are." And senior environment officials acknowledged that The Green Plan does not eliminate those concerns. Said one senior bureaucrat: "Most people just want to know what the policy will mean for their specific industry. The Green Plan is about the more abstract world of structures and decision-making."

Meanwhile, it was also clear that Bouchard had faced many obstacles in developing his plan. Last November he got a 200-page draft of his proposals to cabinet—intending to table a master policy this spring. But cabinet rejected Bouchard's plan, citing it as unfocused, and so the minister announced in February that the plan would not be introduced until the fall of 1990. Critics say that the setback illustrates that Bouchard does not wield significant power in cabinet. But some officials said that really was wrong. Said one senior Tory: "Because of Bouchard's clout, nobody wants to take him on." Indeed, he said, bureaucrats in other departments created obstacles while the environment department pursued a unique status issue—prior to developing its policy.

Environment department officials did not follow the customary practice of circulating draft copies of their policy proposals among senior bureaucrats from other key ministries. Instead, they consulted group meetings with staff from other departments, who were shown images on a screen while an environment official outlined the policy goals. Some civil servants criticized the process as

counterproductive. Said one senior bureaucrat in another ministry: "The process was almost mysterious. All we got were informal meetings with oblique references to policy that might or might not mean something."

Some critics say that, by undertaking a public consultation process, Bouchard is attempting to weaken resistance to his plan. Said David Rainsdale, an environmental analyst at

what was full cabinet support for the consultation process—and for following through with a comprehensive policy in the fall. "If Bouchard was not in harmony with his colleagues, what he is doing would be a very risky political move," said the official.

At the same time, environment department officials also claimed privately that their attempts to shift strong regulations on polluters were hindered by the absence of available technologies Bouchard said last week that roughly half the funding in his five-year policy would be devoted towards environmental science. Critics insisted that environmental technologies are already sufficiently developed to justify imposing tough regulations so at least some industries would be able to adapt. "This technology to solve problems such as dirty pulp-and-paper emissions already exists."

Clearly, Bouchard has enough credibility to withstand the current attacks. And the Times said that they plan to introduce a new law governing environmental reviews of industrial projects in May, in order to address the major outstanding issue. But with his renewed promise of policy to help clean up Canada, Bouchard has again raised expectations. And as he acknowledged last week: "We are on the brink of giving answers. We must not fail."

BRUCE WALLACE with ANNE QUINN in Vancouver, JAMN AHWAS in Calgary and LISA VAN DUSEN in Ottawa



Beachgoers in Ontario are putting a priority on cleaning the water.

the Ottawa-based Institute for Research on Public Policy. Bouchard may be trying to rally support for tougher measures by building a political constituency for himself among ordinary Canadians. But Greens delivered: "Falls well on that the centrality for environmental action already exists." And a senior environment department official said that Bouchard

everything we could do if we wanted to. But we needed to be precise, and we needed to know how much money we had to spend. We have set the money question.

Maclean's: It has been reported that the cabinet has agreed to spend \$5 billion over five years on the environment. Is that correct?

Bouchard: I can't tell you right now. That will come out at the fall. But we now know what we have got to work with. About 40 per cent of the money will go to research and development. The rest will go to programs with industry, the provinces, communities, groups.

Maclean's: Some provinces are highly critical of the federal role in reversing the environmental impacts of, for example, pulp mills or hydro dams. Could provincial resistance hold up your consultations?

Bouchard: That's certainly a problem we will have to face. But, so far, we have always been able to reach agreement on environmental questions. □

'THIS IS NOT AN ACTION PLAN'

As one of Prime Minister Brian Mulroney's closest confidants and the Conservative minister of justice, Environment Minister Jacques Bouchard is an influential member of the government. Even so, it took him six months longer than he originally anticipated to deliver last week's Green Plan—which detractors described as paper and reinforced Mulroney's Ottawa Correspondent Lou Van Dore's speculation that Bouchard's plan shortly after he would it in Montreal.

Maclean's: Why is your plan so short of specific proposals for government action? Bouchard: This is not an action plan. It is a consultation paper. Of course, we already have most of the answers. But we didn't want to keep to our conclusions about what

Canada think on these issues. We wanted a genuine process of consultation, not something phony that is done after we have already reached our own conclusions.

Maclean's: Were your original hopes for this strategy dented, as officials in other departments have suggested, because you failed to consult with many of the industries that would be affected?

Bouchard: You have to realize the scope of what we have undertaken. We are redefining the way things are done in the federal machine. It is not a machine that lends itself to restriction. We did consult with all the ministers. But you can't convince everybody. Considering that, this document was a triumph.

Maclean's: You presented a much tougher proposal to cabinet in January. Was it the notion of cabinet colleagues who thought your proposals too radical?

Bouchard: The environment committee produced a paper of about 200 pages—there were 80 recommendations. It was a catalogue of

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THE WELL-INFORMED CHOICE.

A widening gulf

Efforts to save the Meech accord falter

For the province of Canada's three Maritime provinces, the shadow of Quebec separatism grew longer last week. During the course of 10 hours of talks at a privately owned retreat in Strawberry Hill, Nfld., 18 km north of Corner Brook, premiers Frank McKenna of New Brunswick, John Buchanan of Nova Scotia and Joseph Ghis of Prince Edward Island repeatedly urged Newfoundland's Clyde Wells to soften his opposition to the Meech Lake constitutional accord. Indeed, the Newfoundland leader returned to St. John's where, on Tuesday, he opened legislative debate on a motion to withdraw his province's support for the accord. Left on their own, the Maritimers turned to a discussion of the consequences for their region if Quebec does secede or seeks a sovereignty-association arrangement with Canada if the accord fails. Both are options that increasing numbers of Quebecers favor, according to recent polls (page 23). The conversation, Buchanan later told Marston, was a vague but pragmatic attempt to "consider all the scenarios" Added Ghis: "I don't want to give the impression that

we are alarmed. But we are doing our homework."

As the premiers talked, the gulf between supporters and opponents of the Meech Lake accord appeared to widen even further as the face of the June 23 deadline for ratifying the constitutional amendment. In Ottawa, Prime Minister Brian Mulroney sought one excuse for breaking the impasse by introducing in the Commons a proposal first put forward by New Brunswick's McKenna. The premier's recommendation for a commission resolution would, among other things, strengthen constitutional protection for minority language rights while leaving the original Meech Lake document intact. McKenna, one of the two holdout premiers, has offered to ratify Meech Lake if enough provinces endorse his commission resolution in time.

But, in taking the premier's document, Mulroney insisted that the 1987 accord would have to be ratified by all 10 provinces before Ottawa would consider any other constitutional amendments. With that, he offered no concessions to the demands of Newfoundland and Manitoba—which, like New Brunswick, has not yet ratified the accord—that Meech Lake itself must be domestically revised.

Meanwhile, in an escalating mood of defiance, both Quebec's governing Liberals and the opposition Parti Québécois introduced resolutions in the national assembly that would reject outright any attempts to alter—directly or indirectly—the package of constitutional amendments in the original Meech Lake agreement. Those actions immediately deepened any hopes that McKenna's initiative could lead to a breakthrough. Said University of Toronto political science Professor Russell: "The chances of reaching this deadline are about the same as the chances of the Blue Jays winning the World Series this year. It could happen—if we're lucky."

Still, the constitutional commission piece put forward by McKenna was the best new card that Mulroney had to play in his eleven-hour



Rivalries no compromise



McKenna, Ghis, Buchanan, Wells and Wells contemplating a future without Quebec

attempt to save the Meech Lake constitutional agreement—despite his own cautious refusal to endorse the New Brunswick initiative. Mulroney announced the creation of a 15-member all-party committee—to be led, according to senior government officials, by Quebec Conservative MP and former minister of Business and

Consumer Affairs Jean Charest—that will hold cross-country hearings on the companion resolution and report back to Parliament by May 18. In a somber 30-minute address to the Commons, Mulroney reflected that Canadian unity has always been an act of national will challenged by climate, geography and isolation.


Declared Mulroney: "This time, the danger comes from within—from disagreement as to how to make the extraordinary land province has given us better. And it is worsened by a growing attitude of selfishness that is alien to our national character and natural to our national interests." He also urged Newfoundland's Wells and the minority Conservative government of Manitoba's Premier Gary Filmon to present their own amendments to the committee.

But neither Mulroney's rhetorical flights nor his avowal appeared to reconcile the divergent opinions that threaten to kill the accord. For his part, Wells declared to address Mulroney's committee as long as Quebec and Ottawa insist that no changes can be made to the original accord. Said Wells: "I'm not going to participate in a sham."

At the same time, Mulroney's willingness to entertain McKenna's proposals at all clearly angered some members of his own Tory caucus from Quebec. In an impassioned reply to the Prime Minister's Commons speech, backbench MP Jacques Gelin objected to the formal status given to the Commons committee. The 46-year-old lawyer said that he would refuse to participate in the hearings—or to vote on any recommendations that might spring from them—as long as Quebecers insist on the ratification of Meech Lake before it takes part in further constitutional negotiations. "We have no right to undertake that process without Quebec," Gelin told Mulroney's. Declining to



*Dad taught me a lot...
but some things he
let me discover for
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A deepening solitude

Quebec polls show support for sovereignty

One after another, the public opinion polls have told the same story: while the debate over the Meech Lake constitutional accord has heightened tensions between Canada's two official linguistic groups, Quebec nationalists have experienced a sharp upswing. Since the beginning of 1996, there have been five separate soundings of sentiment within the province. According to all of them, a significant majority of Quebecers say they are attracted to some form of sovereignty-association with Canada, although they do not endorse outright separation to the same degree. "There is a kind of unanimity that is growing day by day," said Sorel Gagné, president of Meech's opponents, one of the first agencies to register the development. "I am no longer sure whether the trend is reversible."

The latest sounding, which the respected public polling firm conducted for the Montreal daily *La Presse* once again confirmed the trend. Between March 16 and 21, 68 per cent of the 966 respondents by phone, a sample size that politicians claim should reflect the attitudes of the provincial population as a whole within a margin of three percentage points 19 times out of 20. The poll found that 56 per cent of Quebecers favor sovereignty, 37 per cent are opposed, and eight per cent do not know how they feel on the issue. The pollster did not define sovereignty but said that Quebecers understood the term to mean that their province would retain close ties to Canada, as opposed to outright independence. Among francophones, the average in favor of sovereignty rises to a commanding 63 per cent. The figures are even more significant in comparison with a previous SORECOM poll in October. Then, only 41 per cent of respondents expressed support for sovereignty.

The current trend emerged early in the year, when SORECOM found that 53 per cent of 964 respondents were in favor of sovereignty, 33 per cent were opposed, and 15 per cent had no opinion. Among francophone Quebecers, the percentage in favor of sovereignty was 62 per cent. Then, in February, Montreal poll-

sters Léger and Léger reported that 59 per cent of 1,052 respondents said that they favored sovereignty, with 27 per cent opposed and 15 per cent without an opinion.

The highest pro-sovereignty numbers surfaced early in March when 60 of Montreal asked 1,100 respondents how they would vote if the 1992 Quebec referendum on sovereignty-association were to be re-conducted now. According to that survey, 64 per cent of re-

spondents favored sovereignty-association.

Despite differences in methodology and approach, detailed breakdowns of most of the surveys have uncovered other similarities. Most pollsters report that nationalist tendencies among respondents increase with education and income levels. The majority of Anglophone Quebecers, meanwhile, are opposed to sovereignty—as well as outright separation. And geographically, those in the rugged western Quebec City are more in favor of sovereignty than are rural Quebecers or those in the Montreal area—where most of the province's non-French-speaking population resides.

But when the polls have attempted to detect the differences in sentiment over separation and negotiation, the message becomes blurred—on the surface at least. Both the case



SORECOM's Gagné: 'I am no longer sure the trend is reversible.'

and somewhat surveys, asked for respondents' attitudes on outright separation as well as sovereignty. According to the SORECOM poll, only 47 per cent of Quebecers were in favor of separation—compared with 38 per cent opposed. The case poll found 43 per cent in favor of separation, compared with 53 per cent opposed. In both cases, separatist sentiment among francophones—63 per cent in the case poll—was stronger than among anglophones, but lower than the francophone support for sovereignty.

The findings reveal a measure of ambivalence in the Montreal daily *La Presse* political commentator Gilles LeSage said that the polls indicate that Quebecers "have not lost on the scoreboards, the others on the inside." But Claude Minna, a Quebec City economist and former cabinet minister in Parti Québécois governments, claimed that the contradictions in more apparent than real. "It's simply a reflection of Quebec attitudes in this uncertain time," he said. "Sovereignty is far less frightening than separation but, as a psychological level, it amounts to the same thing."

Still, the pollsters appear to agree on the reason that opinion is in bedlam. "There is no point in it can be interpreted as a reaction among Quebecers to what is widely perceived as hostility from the rest of the country," said SORECOM's Gagné. "Quebecers feel they are being crowded." If that assessment is accurate, it is a stark indication of the polarization that unfolded at the Meech Lake debate continues with no signs of a resolution.

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Soviet officer confronting Lithuanian deserters in Vilnius: an offer of amnesty and a warning of punishment

WORLD

BALTIC SHOWDOWN

The first report reached the headquarters of Lithuania's secret army by telephone at 3:50 a.m. early last week. Then, said Richard Varsiorovich, an inspector with the military, on-duty staff members reacted with "incredible shock and concern." But it was too late to take action. The caller, a worker at a psychiatric hospital in the Lithuanian capital of Vilnius, said that Soviet soldiers had just stormed into the hospital and had beaten and arrested 25 Lithuanian members of the Soviet armed forces who had taken refuge there after the republic declared itself independent on March 11. "We consider this a kidnapping," Varsiorovich told Marjane's Bar, director of Gen. Valerius Varnioras in Moscow, the supreme commander of Soviet land forces. "These deserters have been properly apprehended."

That incident illustrated the explosive tensions in the showdown between Moscow and the breakaway republic. Soviet President Mikhail Gorbachev issued a new appeal and Mil-

THE SOVIETS ROUND UP ARMY DESSERTERS, BUT THE LITHUANIANS CONTINUE TO DEFEY THE KREMLIN

lani warned that those who refuse will be "unwashed, cut, detained and paraded." Meanwhile, Soviet troops tightened armed control of several buildings in Vilnius. They barred separatist Communist party members from the local party headquarters and occupied another party building, where Lithuania's newspapers are published, although staff worked on weekend editions without interference. Although some Soviet authorities indicated that a compromise was possible, others said that Moscow was considering imposing "penalistic rules" under Gorbachev.

Clearly, the stakes in the dispute were high. Many Soviets expressed concern that, if Lithuania successfully defies Moscow, other republics will soon follow suit. In the two other Baltic republics of Latvia and Estonia, those efforts are already under way. In Latvia's legislature, 118 of the 178 members elected last month in the first round of voting belong to the republic's pro-Soviet Popular Front, which supports independence. And in Estonia, a majority of mem-

bers of the ruling Communist party voted last week to sever ties with Moscow. At the same time, Estonia's new parliament rejected Soviet authority and declared the start of "a transitional period" towards full independence. As the standoff in Lithuania continued, Western countries called for restraint. U.S. President George Bush sent Gorbachev a personal message expressing support for Lithuania's self-determination and appealing for a peaceful settlement of Moscow's dispute with the breakaway republic. In Ottawa, External Affairs Minister Joe Clark called in Soviet Minister of Defense Alexander Maslakov and said that an attempt by the military to destroy Lithuania's independence advances would lead to a deterioration of relations between Canada and the Soviet Union. But Clark's response fell short of the demands of the Lithuanian-Canadian Community, an organization representing 27,000 Canadians of Lithuanian descent, which has called for immediate diplomatic recognition

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We have no reason to learn about international sovereignty from the country that sent paratroopers into Panama."

That same icy attitude is evident in the unrelenting criticism that the Soviet media were directing at Lithuanian leaders. One article prepared by mass armies "militarized forces" in the republic of using "blackmail and intimidation" to provide Lithuanian soldiers with deserting.

In fact, even Soviet armed forces veterans from other republics have extended that account from the Baltics, with their distinctive accents and often Marxist expressions, have for years been singled out for discrimination. In one celebrated incident, a Lithuanian recruit shot and killed eight soldiers in his regiment because, he said, they were trying to rape him. Another soldier, Vitas Burevicius, a 20-year-old Vilnius resident, was sent to the front lines in the army, told Maslakov: "We were more afraid of the men we served with than any



Landsbergis meeting Soviet military officers in Vilnius: explosive tension

of Lithuania. Said the organization's president, Agnė Pavlovskaitė, "The last government in the West takes the moral stand, the situation is going to continue and the Lithuanian government will be free to use it."

In fact, the issue poses a complex dilemma for Western countries. Formerly, members of the North Atlantic Treaty Organization have never recognized Soviet rule over the Baltics because they say that the three republics were illegally annexed in the start of the Second World War. But in practice, the West has traditionally recognized Soviet control of the Baltics. Now, with the Soviets declaring Lithuania's status as an "internal" matter, the gap between NATO policy and practice is being severely tested. And the Soviets have made it clear that they have little regard for internationalism. One senior official in the Soviet foreign ministry, referring to potential criticism from the United States, told Marjane's

Bar: "We might even have to face it."

Clearly, achieving any compromise will be difficult. Still, there were some signs that the Soviet and Lithuanian authorities were prepared to moderate their hard-line stands. Lithuanian President Vytautas Landsbergis, displaying a more restrained manner than as earlier opponents, said last week that he hoped to negotiate the terms of independence with Moscow. Soviet authorities, meanwhile, said that reaching such an agreement would hinge on a Lithuanian promise to hold a referendum on secession. Said foreign ministry spokesman Gennadiy Gerasimov: "Let things calm down, let them have a referendum—and then they can leave."

In the continuing war of words between Moscow and the rebel republic, that undertaking was easily proposed, but it may be very difficult to realize.

ANTHONY WILSON-SMITH in Moscow

World Notes

MURDER IN LEBANON

Suspected Communist gunmen killed American Christian missionary Walter Babinian in Beirut's well-secured security zone in south Lebanon. Babinian, 56, had set up a home for handicapped children in the village of Rihayeh al-Foukhar, but many villagers had accused him of planning to establish a settlement there for 100 Jewish Jews.

DEADLY SOCIAL-CLUB FIRE

Cuba-born Julio Gonzalez, 38, was assigned as mayor and town chairman after authorities said that he had admitted setting a fire in a night club in New York City social club on March 28, killing 87 people, most of them American immigrants.

LEGALIZING ABORTION

Belgium legalized abortion after a controversy. The lower house of parliament, the Chamber of Deputies, approved a law allowing abortions for women "in distress" during the first 12 weeks of pregnancy. The law had been passed by the Senate last year. Belgium had been the only country in Europe, apart from Ireland, where abortion was still illegal.

A VOTE FOR THE ENVIRONMENT

The U.S. House of Representatives voted 351 to 165 to create the Environmental Protection Agency in a cabinet-level department and to expand its powers. To become law, the bill must also become Senate approval and be signed by President George Bush, who opposes increased powers for the EPA.

A BROADCAST WAR

Cuba passed broadcasts of the U.S.-funded TV Marti, a Spanish-language news and entertainment station. And Cuba's 100 transmitter network (a radio broadcast) "war" U.S. officials said that the TV Marti program did not belong to the bounds of international telecommunications law and that it aimed to promote the free flow of information to Cuba's more than 16 million people.

VIOLENCE IN KASHMIR

Indian troops killed two people when they opened fire on Pakistan protesters trying to cross into the Indian-ruled state of Jammu and Kashmir. Meanwhile, at least 20 people were killed in battles between Indian security forces and Kashmiri militants in the Indian city of Srinagar. More than 200 people have now been killed in Jammu and Kashmir, India's only non-majority state, since a secessionist campaign intensified in mid-January.

IRAQ

The Heathrow Sting

British officials seize nuclear devices

For tiny hintlings of nuclear destruction, 40 pocket-size electronic devices sent a disturbing signal around the world last week. British customs officers accepted the devices, known as capacitors and used to make atomic trigger mechanisms, in London, where they were en route from San Diego to Baghdad. The discovery suggested that Iraq President Saddam Hussein was far closer to possessing a nuclear weapons capability than Western intelligence services had previously estimated. According to earlier assessments, the Iraqis would require up to a decade to develop an atomic bomb. Now, Western experts say that the attempt to acquire the trigger components indicates that they may be able to do so within five years.

The finding of the capacitor-smuggling plot—some of whose details sounded more like spy fiction than real life—was followed by equally sensational hints of a connection to the murder of scientist, Canadian-born atom-bomb

er Gerald Bull five days before Bull, a 65-year-old technological wizard from North Bay, Ont., had supposedly just returned from a visit abroad—the Middle East, some Belgian sources said—when he was found dead in his Brussels apartment on March 24 with two bullet wounds in his neck. According to a U.S. security source quoted last Friday by the *London Daily Mirror*, Bull was on the Iraq payroll and was to have checked out the capacitors before their onward shipment to Baghdad. And although it was impossible to confirm the report, Belgian police sources told *Marlowe* that they were closely examining the possibility of a connection. Said a high-ranking official, "We're looking at the victim's travel itinerary in the days preceding the crime."

Iraq is one of several nations outside of the acknowledged nuclear powers—the United States, the Soviet Union, Britain, France and China, believed to be approaching, or to already have, atomic weapons. Israel, South

Africa, India and Pakistan are all either in or about to join the nuclear club. But Iraq, because of such acts as its use of poison gas against Kurdish civilians in 1988 and its execution last month of a British journalist as an alleged spy, seems particularly dangerous. And Israel, as well as Iran, against which Iraq waged a bloody but inconclusive war from 1980 to 1988, clearly has special cause for concern.

The interception of the capacitors in a freight shed at London's Heathrow Airport, and the arrest last Wednesday of two Arab men and a French woman, was the culmination of at least month-long Anglo-American undercover operations. It began after a representative of a British-subsidiary company named Summar Ltd., called on Technologies Inc., a high-tech manufacturing firm near San Diego, to supply trigger mechanisms. U.S. law requires a special government license to export the devices, and when CIA officials reported Summar's request for clearance, U.S. authorities asked them to cooperate. The company agreed.

According to a U.S. defense indictment revealed in San Diego last week, Summar—run by Ali Adnan Dagher, an Iraqi with dual British citizenship—acted as an agent "for the Republic of Iraq in the procurement of defense articles, military equipment and munitions items." Investigators alleged that the ultimate destination of the capacitors was the Al-Qadisi State Laboratories, an agency of Iraq's ministry of industry and military administration. The devices were reengineered under U.S. Customs

surveillance to London, investigators said, with a false end-user certificate and labeled as "for coordinating equipment." At Heathrow, customs officers replaced the capacitors with dummies and wanted for them to be collected for onward shipment by Iraqi Airways. Then authorities arrested Dagher along with Tofiq Fouad Anwar, a Lebanese engineer and Issamah Christine Spivakian, an export official for European. A fourth person, Iraqi Airways employee Omar Lami, was deported.

The recent worsened relations between Britain and Iraq, already damaged by the March 15 execution of London-based Iranian-born journalist Farid Boulad, led British police to suspect the alleged smuggling of naval equipment to Iraq. Still, Foreign Secretary Douglas Hurd said that London was not planning to sever diplomatic relations with Baghdad, apparently out of concern for the 2,000 British citizens currently living and working in Iraq. However, meanwhile, denied the British allegations, claiming that enemies were trying to hinder Iraq's "search of progress." As well, a government spokesman said that the devices could be used for "many industrial, scientific and engineering purposes."

After a 1981 Israeli air raid on a French-built nuclear reactor at Osirak, near Baghdad, Western intelligence sources said that Iraq's hopes of developing nuclear weapons had been set back by at least a decade. News reports



Hussein: a "search of progress"

quoting U.S. intelligence sources, said last Thursday that the Iraqi body was now producing weapons-grade plutonium. However, another source told *Marlowe* that he was "not too sure how hard that plutonium is." Leonard Speyer of the Washington-based Carnegie Endowment, who is one of America's foremost authorities on nuclear proliferation, said he still considers that the Iraqis are at least five years from having nuclear weapons. But he added "These guys are on the move. It's something to be nervous about."

The Israelis, while concerned, did not seem likely to undertake another pre-emptive attack. For one thing, Iraq now has dispersed its nuclear facilities to sites around the country. For another, Hussein has a proven ability to strike back. As Gen. Shimon Gutt, a former head of Israeli military intelligence, said recently, "Iraq would not be such a provocation go unavenged. [It] could respond with a surface-to-surface missile attack against strategic targets in Israel."

Still, the failure of Iraq's attempt to acquire capacitors may well have set back Hussein's nuclear ambitions even more, perhaps much as any military strike. It could prove even more difficult to get the deadly switches.

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WORLD

SOUTH AFRICA

'The Valley of Death'

Rival black groups battle for supremacy in Natal

The most dangerous moment for a bad government is when it begins to reform.
—Alexandre Dumas, *The Old Regime and the French Revolution* (1839)

Across South Africa last week, arrests were proving the universal truth of the French historian's appraisal. Full-scale black-on-black warfare in the townships of Natal's coast claimed at least 50 lives, leaving a trail of misery and wanton destruction. Eleven more blacks were killed and more than 400 wounded when police opened fire on an illegal protest march near Johannesburg. In urban and rural areas of the Orange Free State, right-wing white vigilantes, some wearing the Nazi-style regalia of the paramilitary Afrikaner Boersman Movement, increasingly took the law into their own hands. And the police action prompted the once-outlawed African National Congress (ANC) to announce the indefinite postponement of its scheduled discussions with the Pretoria government on disarming apartheid and creating what President F. W. (Ferdinand) de Klerk has called "a totally new South Africa."

The week's worst violence erupted in the sprawling black townships on the outskirts of Pietermaritzburg, the whites-only capital of Natal. Spacious mountainside warfare between ANC supporters and members of Inkatha, a conservative Zulu tribal organization, have claimed about 3,000 lives in this area over the past 26 months. But the intensity of the mayhem that occurred there last week went far beyond anything experienced before. Concentrated in a 128-square-mile region that has become known as the Valley of Death, the fighting involved pitched battles between thousands of heavily armed young men. Tens of thousands of civilians fled from their homes, huddling in school and church halls or in the bush. Said David Welsh, professor of political studies at the University of Cape Town: "There is no doubt that things have spun completely out of control in Natal."

Even attempts to calm passions on both sides, ANC leader Nelson Mandela and Inkatha leader Mangosuthu Butheles, chief minister of the semi-autonomous KwaZulu territory, had agreed to hold a joint rally this week. But, on Friday, Mandela called off the event. As ANC

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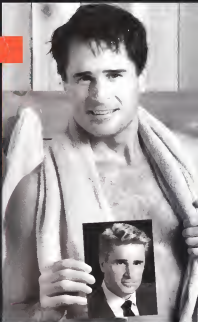
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WORLD

statements said that "the atmosphere is not yet stable" for the two warring factions to share a platform, and that the group's leaders hoped that the meeting would be rescheduled for a later date. But it seemed unlikely that even the country's two most influential black leaders could stop the slaughter. "We discuss about their chances of success," said Webb. "I fear that nothing short of a national political settlement will end the fighting."

But at week's end, the so-called off-pulmonary talks on a political settlement that were scheduled for April 17 between a black delegation headed by Masilela and a cabinet team led by de Klerk. Said ANC internal leader Ahmed Khatema: "The talks have been suspended as a protest against the killings" near Johannesburg. Earlier, de Klerk warned "certain elements on the left and on the right" that the government would "use the full weight of its power to restore law and order in an unambiguous way."

It remained unclear whether the formidable South African security forces had the manpower—or, in the case of black-against-black violence, the will—to deal effectively with simultaneous outbreaks in various parts of the country. In the Petermaritzburg area last week, senior police officials admitted that they were completely overwhelmed. And as the violence began to spill out of the black areas and into the commercial sector of Petermaritzburg itself, Mayor Mark Corneil called on Pretoria to impose martial law.

Until then many of Petermaritzburg's white residents had regarded the township carnage with apparent complacency. Pothol and the black Griptight described how a group of whites watched the fighting from the safety of a garden overlooking Antelope township. Eventually, seeing that the situation was getting out of hand, one of the group sent his 20-year-old son, Grace Dombale, home to check on the safety of his children. Dombale went into Antelope and spread her front door. Inside, she found her four children, ages 3 to 10, dead. Their heads smashed open by clubs.

Attempting to explain the notorious Zulu fighting, Cape Town University's Webb told *AfricaWorld*: "The situation has gone way beyond the original political differences between Inkatha and supporters of the ANC and the allied United Democratic Front. Many per one of the combatants have no idea when the shelling call lines of the first was all about."

In any case, de Klerk's promise of far-reaching constitutional and political reforms seems to have unleashed long-simmered political passions and power struggles among the country's 28-million-strong, black majority. In the two months since he resuscitated a ban on the ANC and other anti-apartheid organizations and announced the pending release of Masilela after 27 years in prison, more than 400 people have been killed in black-against-black fighting. Unless these passions can be cooled, South Africa could well be plunged into a civil war.

JOHN BIERMAN with CAROL ARANOFF in Cape Town

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A nation under the gun

Peru faces terrorism and economic collapse

Campaigning in Peru is no diagram for political candidates but no divulge their identities until the last moment. That secrecy makes it difficult to attract large crowds, but it is much safer to arrive unannounced. Here so, over the past three weeks, Manuel Shining Path (Sendero Luminoso) guerrillas have managed to assassinate no fewer than five congressional candidates for the April 8 election, when they describe as a bourgeois election. Meanwhile, Peru is fighting to control kidnapping and cocaine production. Added to

tion in 1987 by increasingly harsher a movement to prevent socialist President Alan García from rewinning Peru's highest office. The movement, liberated, later joined forces with three centre-right parties to form the Democratic Front coalition that nominated the then to become an presidential candidate. If Vargas Llosa fails to win a majority in next Sunday's vote, he will face a runoff election in May. In either case, he is certainly the man most likely to succeed García, who is legally forbidden to run for another presidential term

and its suburbs and began among peasant militias to enlist them in rural counterinsurgency operations. But the number of emergency zones in Peru has grown to almost a third of the country over the past 10 years, and that has not improved safety in those areas.

More than 17,000 people have been killed in the war being waged both by Shining Path and the smaller but no less lethal Tupac Amaru guerrillas. In addition to politically motivated violence, Peruvians are terrified by a ruthless assortment of criminals. During the night, many people patrol the streets and gangs of kidnappers later even modestly well-to-do businessmen to hire round-the-clock bodyguards. "Security adds three to five per cent to our business costs," said Augusto Barrios, the head of one of Peru's largest mining companies.

Businesses are further strained by government decrees that require them to pay for imports with U.S. dollars, bought at the international free-market rates, while selling their exports for Peruvian soles, set at artificially inflated rates. The official economy, as opposed to the cocaine-based unofficial one, shrinks by more than 20 per cent over the past two years. No payment has been made on the \$29-billion foreign debt since 1986. Without cocaine, which adds about \$2 billion a year to Peru's export earnings, the nation would have been forced into economic paralysis.

To avert an economic collapse, Vargas Llosa recommends selling off 250 state-owned companies that are now losing money and are heavily subsidised, dismissing as many as 500,000 government workers, opening up the country to unrestricted foreign investment, and allowing markets to set prices. To ease the transition, he proposes a three-year emergency fund, which would cost the government \$823 million annually, to provide food, health care and public works jobs for Peru's poor, who now comprise 70 per cent of the population. Most of them can only eat twice a day. Water, electricity and sewage facilities are lacking in 35 per cent of Peruvian homes. And jobs are so scarce that many people cannot survive without growing coca leaves or working on the black market.

So far, Vargas Llosa has announced any new strategy for dealing with the guerrillas. And his harsh economic measures will almost surely provide a backlash from the inflation-dominated lower income. In the weeks preceding the election, thousands of Peru's vital copper-mining industry was paralysed by a strike for higher wages. Gangs of up to 100 Llama's owners as sanitation workers protested plans to privatise their service. The army had to break a one-day riot led by port workers, and other strikes shut down hospitals, government offices and private plants.

The justice, however, seemed astonished by those challenges. And he has not lost the refreshing candour that earned his entry into politics. Despite his description of politicians as a stupid, selfish group, he still wants to see them



Peruvian soldiers on antiterrorist patrol: a scene of political killings

those problems are water and power shortages, crippling labor strikes and a current 30-per-cent monthly inflation rate, making stable government almost impossible. But the country's most popular author—and least experienced politician—says that now is the right time to introduce radical reforms that would bring out the entrepreneurial spirit in every Andean peasant.

Mano Vargas Llosa, the front-runner of five presidential candidates, advocates what he calls "popular capitalism," a free-market trend that has already manifested itself in Mexico, Brazil and Argentina. Like other Latin American intellectuals, the 54-year-old writer was a leftist who became disillusioned with Cuba's Fidel Castro. He told Marlowe that the Cuban revolution, which "was thought" would bring justice and freedom, was completely hijacked by the "infatuated masses" (page 12).

Vargas Llosa first attracted political atten-

Recent public opinion polls rated Vargas Llosa the first choice among nearly 50 per cent of the electorate, compared with 12 per cent each for his closest competitors, socialist Luis Alva Carrasco, the candidate of the ruling American Popular Revolutionary Alliance, and Alfonso Barrantes Lingue, a lawyer who leads a rural socialist group.

First, however, Vargas Llosa will have to survive Shining Path's threats to kill all candidates who do not withdraw from the election campaign. After murdering a short-lived congressional office worker in March 83, the guerrillas, who advocate the hard-line communism of Mao Tse-tung and Josef Stalin, issued a statement saying that it represented "a severe and final warning to all candidates to resign—if not, we will annihilate them expeditiously."

Then, the outgoing government declared a 30-day state of emergency in Lima, the capital,

BOLGER JENSEN with MARK BUDGEN in Lima

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From books to ballots

Novelist Mario Vargas Llosa runs for office

Mario Vargas Llosa is a renowned Peruvian novelist, the author of such works as *The War of the End of the World* (1984) and *Jack Bull and the Scorpion* (1978). Now, at 54, he is also fated to be elected president of Peru in the April 8 election, defeating the socialist government of President Alan García. Maclean's Correspondent Mark Rodgers interviewed Vargas Llosa in English recently on his campaign plans as he flows from the northern coastal town of Piura to Lima, the capital.

Maclean's: Why have you given up your private, most peaceful career as a writer for the public, noisy life of a politician?

Vargas Llosa: Because we are living in an emergency period in Peru. The country is in a big mess. We are facing the most difficult economic crisis in our history yet, and, paradoxically, this crisis has created the possibility to make radical changes in modernizing the country.

Maclean's: But why not just the power of your pen behind someone else's?

Vargas Llosa: Well, if you were an English or a French writer in 1836, and you were facing war or an invasion, you had to act, you had to give an immediate response in the world of action. And that's the case now in Peru. The destruction of the whole fabric of Peruvian society is so advanced that we may never again have a chance like this.

Maclean's: You are leading the *Democratic Front*, a cross-party political coalition. But for many years you were a socialist? When did your views change?

Vargas Llosa: In the 1930s, when I visited Socialist countries and discovered what was the real socialism. I went to Cuba many times, so I saw how the revolution there, which we thought would bring justice and freedom, was completely hijacked by the totalitarian man. And what happened in Czechoslovakia in 1968 was a shock for me. At that time, I started to cut links with Cuba and the Communist community.

Maclean's: Are your plans to reform directed primarily to decrease government intervention in the economy?

Vargas Llosa: Yes. We want to do this in a creative way, trying to use free-market policies not only to give, but also to increase social justice and equal opportunities in Peru.

Maclean's: What are the major elements of your program?

Vargas Llosa: We want to privatize the whole public sector. We think the state should promote, not protect. The state has been involved in practically everything—land, fishing, hotels, mining, street markets, even cinema. And all of them are broke. But we want to do this in such a way that we can distribute profits properly among the poor. We will give titles for land to the peasants. We will give the workers in state-owned companies the possibility to become shareholders. And what I think is most exciting is to [abolish] the underground economy in Peru.



Vargas Llosa campaigning, proposing "radical changes"

which is the largest in Latin America, equal to 80 per cent of our GDP. This has been created by the state without resources, without financial support. It's popular capitalism and it's illegal, but it also shows something very encouraging—a very creative popular interest for production, for working independently from the state. If we give formal recognition to these informal enterprises to work within the law, that will create a tremendous energetic movement in the creation of wealth.

Maclean's: What about foreign investment?

Vargas Llosa: We will open up the country absolutely, no restrictions, total free movement of capital.

Maclean's: Will there be a large social cost involved in this reform?

Vargas Llosa: Yes. In the first year, it will be very hard. Our program will demand big sacrifices from everybody. These should be associated with a program of social support for the poor that we think will cost \$825 million per year for three years. After that, we think we will reach a sustained level of growth.

Maclean's: How do you want the Canadian government to help?

Vargas Llosa: We want Canada to help us to attract investment, bring Canadian firms to Peru to work with us in technical terms. But we will need some initial support in order to establish in Peru these same kinds of conditions and mechanisms that have permitted Canada to become one of the most advanced and civilized countries in the world.

Maclean's: So you will need financial support in the first years of your program?

Vargas Llosa: Absolutely. But also medicines and food.

Maclean's: What do you plan to do about cocaine production and drug trafficking?

Vargas Llosa: In collaboration with the neighboring countries, we will try to increase the cost of production by repression. But, at the same time, we must give the peasants economic incentives for crop substitution.

Maclean's: Peru has been fighting a costly guerrilla war against the Shining Path and the Tigris Armed Revolutionary Movement for 10 years, with no apparent end in sight. How will you suppress these insurgents?

Vargas Llosa: It'll be the decision, I will personally take on the responsibility for the fighting by establishing the civilian population as well as the military. If Shining Path was the new, violent of terrorism would be successful by these means. Everybody in Peru is accused and everybody should fight.

Maclean's: Are you yourself afraid?

Vargas Llosa: If you are a Peruvian today, even if you are not a politician, you are accused.

Maclean's: In this atmosphere, are you able to do any writing?

Vargas Llosa: Not much. I try to write. I dedicate myself for one or two hours a day at least, but it's more and more difficult. I try to have some intellectual work because politics can be absolutely damaging for the intellectual life—it is a very polemic.

Maclean's: That might be a disadvantage because for many politicians.

Vargas Llosa: But it's true, it's true. You understand why so many politicians become so stupid? They think that when they enter politics, they are going to dedicate their lives to ideas, fighting for causes, for values, for some moral ideal. They discover that 90 per cent of their time is spent manipulating and manipulating—very stupid activities.



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AUSTRALIA

Hawke's thin win

Labor ekes out a bittersweet victory

It was a measure of just how close the vote was that, for a while last week, it appeared that Australia's closest federal election in 30 years would be decided by a few thousand votes in Kennedy, a far-north riding where floods had temporarily kept residents from reaching the polls. Most observers were predicting a hung parliament, with the balance of

power likely held by one or two independent MPs. In the end, however, the March 24 election's outcome emerged not in Kennedy, but from a cliff-hanging series of recounts across the country and the distribution of voters' second preferences allowed under Australia's electoral law. The upshot: Prime Minister Robert (Bob) Hawke's Labor Party, which

won the final tally still uncertain at week's end, appeared to have won 77 seats in the 148-seat House of Representatives—a seven-seat majority. And Hawke, a 60-year-old Rhodes Scholar who, as a student at Oxford, won an entry in *The Guinness Book of Records* for drinking 204 pints of beer in 115 seconds, broke an Australian political record by winning a fourth consecutive term in office.

But the victory was bittersweet. After seven years in power under Hawke, the Labor Party lost its comfortable 18-seat majority. And many analysts attributed the narrow margin of victory to economic factors, including 7.5-percent annual inflation, a \$104-billion foreign debt and 17-percent interest rates. Although Hawke promised during the campaign to lower interest rates, Australians did not appear confident that he could do so. Nonetheless, Labor's share of the popular vote dropped by almost

seven per cent from 1987 following Bob's style of leadership and failure to articulate a convincing alternative to Labor's robbed the Liberals of a new win, had already started his term in office. "I believe there could be a new leader in the wake of a defeat."

For the National Party, the results were also disastrous. The Nationals' popular vote fell by three per cent, and, at week's end, party leader Charles Blunt was still waiting for word on votes from Australians abroad to see if he had even retained his own seat in his home constituency of Richmond riding in New South Wales. The Australian Democrats, a left-of-center party, made their best showing ever, with about 11 per cent of the vote, but failed to win a seat. They also faced the loss of their leader, Justin Hume, who said that he would leave politics in the wake of her personal defeat.

With victory assured and his opponents in serious disarray, Hawke contacted Gen. Gen. William Hayden five days after the election to say that he would form another government. But he faced the anomalous difficulty of making good on his promise of "national and industrial" interest rate relief at a time when rates worldwide are edging upward. Still, some analysts agreed that Hawke would have no choice but to cut rates substantially because his policy of reducing demand had thrust the country in the brink of recession. Said Peacock: "I congratulate Mr. Hawke on his success, but I trust her Australia's side that Labor will govern well."

After teetering on the edge of electoral defeat, Hawke has sworn to enter his eighth year in office—and conduct numerous press interviews about

Michael Rose is in Sydney



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WORLD

HUNGARY

A vote for freedom

The Socialists suffer a crushing defeat

Hungarians gathered eagerly around their television sets two hours after polls closed in the country's first free, multiparty election a week ago. But as they watched a live broadcast of election returns on March 25, the coverage became increasingly frustrating: computer difficulties and a poor communication network slowed the counting. Then, three days later, when the results were finally complete, the country's veteran Socialist government had been nearly eliminated, and two centre-right opposition parties had emerged with just over 50 per cent of the vote each. But, for many Hungarians, the excitement and the frustration of election night reflected the country's ambivalent mood: delight at rapid democratic changes, but concern that swirling inflation and a moribund industry will be insurmountable obstacles in the new government's efforts to create a modern, free-market economy. Says Prime Magyar, 66, a Budapest resident: "I will probably have even less money in my pocket now. But at least I can say my opinion freely."

According to results released last week, the Hungarian Democratic Forum, a centrist, centre-right party, won 34.7 per cent of the vote. Its chief rival, the liberal Alliance of Free Democrats, won 23.4 per cent, while the Independent Smallholders', a pro-small-enterprises party, came third with 11.4 per cent. The Socialist Party, made up of reform Communists, won only 10.9 per cent. Under Hungary's complicated electoral law, the first round of the elections will fill only about 125 seats in parliament; the other 261 will be determined following weekend runoff elections.

Last week, the Democratic Forum, the Smallholders' and the conservative Christian Democratic People's Party, which won 6.5 per cent of the vote, announced that they had forged an alliance. But that pact, which had been expected to ensure electoral victory, later fell into disarray. Business leaders had called on the Democratic Forum and the Free Democrats to form a strong coalition, but the two parties fought a bitter election campaign and an inability to reconcile their differences. Forum leader József Antall, a medical historian who could become Hungary's next prime minister, ruled out a coalition with the Free Democrats, saying Hungary was to face what he termed "an economic catastrophe."

Leaders of all the major opposition parties said they will exclude the Socialists. And when Imre Pozsgy, one of the leading reformers in the Socialist Party, said his habit in Budapest last week, he said that he would even prefer to remain in the opposition. "That way we would certainly do better in the next elec-

tion," he said. But Pozsgy appeared unperturbed by his own personal defeat: he finished third in his Sopron constituency and will face a difficult battle in the runoff elections.

Several politicians complained that, despite the share of two elections after four decades, only about 66 per cent of the country's 10.8 million voters cast ballots—a fact that many Hungarian analysts said reflected pessimism about the country's economic future. But János Sándor, 65, a professor in Budapest, said that he felt it was his duty to vote. "We cannot solve the problems of 40 years overnight," Sándor said. "But, through free elections, our future will be better. At least now we are free."

MARY NEMETH with PHILIP CLARKE in Budapest

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A REBEL'S RETURN

ANDREW SARLOS IS GAMBLING THAT HE CAN MAKE MONEY BY HELPING CAPITALISM FLOURISH IN EASTERN EUROPE

Andrew Sarlos was just 24 when Soviet tanks rolled into Budapest to suppress the October, 1956, Hungarian uprising. Like thousands of his countrymen, he fought back, taking to the rooftops with a submachine-gun and firing down on the invaders. Days later, when the revolt was crushed, he fled to nearby Austria by train and on foot, eventually arriving in Genoa, Italy where he boarded a ship bound for Saint John, N.B. Now one of Canada's best-known financiers, Sarlos, 58, is again fighting for the future of his homeland. He is part of a group of powerful North American business executives—including Toronto's billionaire Brockhouse family—who are trying to attract foreign investment and free enterprise to Hungary, Czechoslovakia and other Eastern European countries. Said Sarlos, during a recent interview in his 2600-dollor office overlooking Toronto's financial district: "When you are born in a place and risk your life fighting for it, you feel an obligation to help those you left behind."

The tall, slightly built Sarlos, now a Canadian citizen, is one of Roy Street's most aggressive investors, who has made and lost millions in the risky business of speculating on takeover targets. But Sarlos now says that investment capital, not machine-gun bullets, is the best way to bring about change in Hungary and out of fighting from the rooftops, he is spearheading another North American-based project to help revitalize the economies of Eastern Europe. Indeed, he says, as political parties favoring free enterprise swept the elections in his homeland, Sarlos was in Budapest negotiating investments in a number of Hungarian business projects, including a series of hotels, and launching a new investment fund designed to take equity positions in new Hun-

garian ventures. "The next two decades could be the golden age of Eastern Europe," he says. "Each one of us wants a half-century term of that market, no matter what the inherent risks are."

Rising risks in Sarlos's business. Shortly after he, earned in Canada in 1993 with an economics degree from the University of Bata-

via, along with investment-fund managers Barry Zuckerman and Jack McKenzie. He and his partners made millions buying up stocks in smaller oil and resource companies and then selling their interests for large gains when the stock prices soared after the companies became takeover targets.

When the stock market collapsed in 1982,

50 per cent owned by Central Capital Corp. of Toronto, is responsible for \$700 million in personal and institutional investors' money. As company chairman, Sarlos is the reigning king of Canadian takeovers—the emperor's practice of buying shares in companies that look like possible takeover targets and then selling the stock, hopefully at a higher price, when the buy-out is concluded or when a better offer arrives.

Still, Sarlos lives modestly with Mary, his 40-year-old wife, in a spacious but not extravagant house in the largely middle-class Toronto suburb of Don Mills. There, on Power St., is a computer analyst and also lives in Toronto. Since his heart attack, Sarlos has given up smoking, stopped taking his love-the-occasional, social drink and adopted a low-calorie diet.

But the financier says that he still likes to be at the centre of the action, and the living of the



Sarlos in his downtown Toronto office: establishing "touchheads for the future."

did go heavily to his investments and his own shares—once trading at almost \$200 each—fell to as low as 30 cents. A year later, Sarlos, then a three-piece-a-day smoker, suffered a heart attack and underwent a triple-bypass operation. A few months later, Sarlos and Zuckerman sold their stake in St. to Arden House Holdings Inc., a British merchant bank. But they reentered in 1984 with a new venture, the Sarlos & Zuckerman Fund. The partnership ended abruptly three years later when Zuckerman died of cancer at 45 and, now, Sarlos formed his own money-management firm.

Currently, Sarlos & Associates, which is now

He has already established several other touchheads in Eastern Europe. With \$500,000 donated by himself and others, Sarlos founded Hungary's first school of management studies in Budapest, which received its first students early last year. But now, first Hungary Fund, the investment fund that he formed last September with George Soros, another Hungarian native and one of Wall Street's best performing investment managers, is ready to invest \$10 million in hotels, resorts and other Hungarian ventures.

Sarlos is now putting together a similar investment fund, First Czechoslovakia Fund, to look for new equity investment opportunities in that country and with the help of former Ontario Securities Commission chairman Stanley Beck, he is considering selling a series of hotels to reorganize Hungarians, Czechoslovaks and Poles in North America and investing the proceeds in their home countries.

At the same time, Sarlos, who headed Hungarian leader here, Pioneer's Board of Directors last October, has been campaigning tirelessly to convince Canadian business and the government to give financial, as well as moral, support to the fledgling capitalists. Last month, he presented his message to a House of Commons foreign affairs committee on Canada's policy towards Eastern Europe. Says Sarlos: "It gave me a very strong feeling to be able to stand up in my adopted country and do something to help my mother country." More than 33 years after he fought the Soviets from the rooftops of Budapest, Sarlos has no intention of abandoning his fight for Hungary's future.

While Sarlos acknowledges that there is still a danger that communism will reassert itself in his homeland and the surrounding countries, he and his associates are betting tens of millions of dollars that the pace of economic reform will continue to accelerate. To capitalize on the

anticipated boom, Sarlos has assembled a high-powered group of supporters from his impressive list of business contacts. Last January, he and Ronald Lawler, a former U.S. ambassador to Austria and an heir to the Radio Shack cosmetics empire, organized a consortium of businessmen, including Albert Brockhouse, chairman of the board of Olympus & York Developments Ltd., and gold-mining magnate Peter Munk, chairman of Toronto-based American Barrick Resources Corp., to put up \$40 million to form a new company to invest in Hungary and other Eastern European countries.

The new venture, Central European Development Corp. (CEDC), spent \$12 million in January to buy 50 per cent of Hungarian General Banking and Trust Co., Hungary's oldest commercial bank, which also has branches in Moscow and Basel, Switzerland. CDC is now preparing to sign a consulting agreement with U.S.-based telephone company Bell Atlantic to rebuild Czechoslovakia's telephone system. As well, the company is considering a wide range of other projects—ferry boats and resorts in heavy industry. Says Sarlos: "The returns will not come overnight. But my partners are serious, long-term investors looking to establish beachheads for the future."

Placed with costly construction delays, Olympus & York Developments Ltd., owned by Toronto's billionaire Brockhouse family, donated the Canadian and British project managers at Canary Wharf Tower, the construction of their \$50-million London retail and office development. The spectacular \$200-million building, which will be Britain's tallest at 840 feet, is several months behind schedule.

CROWING THE BILLS
Bank of Canada governor John Crow said that increasing monetary pressures give him little room to lower interest rates in the near future. As a result, the Bank of Canada's trendsetting bank rate climbed to 13.51 per cent from 13.38 per cent. Analysts predicted that Canada's chartered banks will likely respond by increasing a wide range of consumer and business loan charges.

COMPLEX LOSSES
Complex Odeon Corp., the embattled Toronto-based movie-house chain, lost \$92.3 million in 1990, compared with a profit of \$94.4 million in 1989. The troubled screen giant was the victim of a protracted legal battle that ended with the resignation of chairman Gertrud Drinsky last December. Complex also announced that it has made a tentative agreement with its bankers under which the company will sell assets and cut back on expense spending.

JOHN DOLMONT

Business Notes

PRISONER TOWNS OUT
National Energy Board chairman Robert Priddy removed himself from a hearing into pipeline expansion plans for TransCanada's Pipe Line Ltd. (TCL) because he said that he had spoken with a company official before the hearing began. The announcement, which led to the industry's Oil Users Association's concerns that the board is not impartial in determining whether containers at the company will bear the cost of TCL's expansion plans.

ECONOMY CONTRACTS
Battered by a 30-per-cent decline in automobile and truck production—the biggest monthly drop in eight years—Canada's economy shrunk by 0.2 per cent in January. Statistics Canada reported last week that the nation's gross domestic product, the value of all goods and services produced, fell to \$425.5 billion from \$416.5 billion in December. Most other economic sectors, however, remained relatively strong.

DRASTIC MEASURES BY OAT
Faced with costly construction delays, Olympus & York Developments Ltd., owned by Toronto's billionaire Brockhouse family, donated the Canadian and British project managers at Canary Wharf Tower, the construction of their \$50-million London retail and office development. The spectacular \$200-million building, which will be Britain's tallest at 840 feet, is several months behind schedule.

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A survival strategy at the B of M

BY PETER C. NEWMAN

Matthew Barrett, the Bank of Montreal's new, 45-year-old chairman, starts this month with 200 of his top executives in Toronto to chart his troubled institution's survival strategy for the 1990s. The 27-year corporate veteran, who joined the Bank of Montreal 18 and, except for a four-month lapse with the Royal Bank of Canada, has held just about every managerial position the Montreal has to offer in taking over Canada's fourth-largest bank at a particularly difficult time.

The premises now, he told me, "is on financial expertise, maneuverability and value-added pricing. The Old Boys' network is unique—a thing. You're under pressure for performance, and that's all that counts."

True enough, but unfortunately for Barrett, the bank he has inherited has for the past decade and a half been run, at the ultimate expression of banking's Old Boys' network, by one of its chief pillars, (M)ultibillion. Under his patronizing, closed and not chaotic stewardship, the bank lost a generation of senior managers, most of them led at Multibillion's whim. Without exception, they immediately moved to higher-paying jobs in competing financial institutions and made life difficult for their former boss. At the same time, the bank lost some of its market share of personal and commercial loans, despite the large consumer market. The Montreal's profitability declined well below industry standards—a net income of 70 cents per \$100 of assets for 1988, for example, compared to an average of 98 cents for banking's so-called Big Six, and \$1.15 for the high-flying Toronto-Dominion Bank.

The most serious handicap of the Multibillion legacy was his penchant for promoting his own world view, by grossly underselling not more than \$5 billion in loans to less developed countries in South America. At one point, the Bank of Montreal had 85 per cent equity held overseas in dubious packs of subprime. The undermanagers have since nearly all turned over, and, even after placing conservative

By the year 2000, Matthew Barrett wants half of the Bank of Montreal's revenues to come from the United States

against most of that long-hidden debts of \$1.8 billion (at 53 per cent of equity) are still on the books. Multibillion also lost Robert Gougeon \$125.4 million, and the bank is now suing him for delayed interest payments.

To his credit, Barrett doesn't even try to defend the Multibillion record. "Lending money when you really can't secure any backup assets turns out to be of dubious virtue," he said. "It's embarrassing to admit it, but most of these loans were made in the 1970s when the conventional wisdom was that sovereign nations can't go broke. That conventional wisdom was wrong. But, having said that, we're in the business supposedly of making loans that take into account downside scenarios and, frankly, we didn't do that in these instances."

Barrett realizes there's a present danger of overcorrecting to the past by getting too much emphasis on lending only to The Financial Post 500 and avoiding the kind of reasonable risks with loss well-established firms that are supported in character: constructive banking. "You have to get the balance right, but there is no protection for taking bad risks," he warned.

"We think the economics of staying in high-quality, more selective lending makes better sense than trying to be inflexibly creative."

The most radical departure in Barrett's thinking to date is his determination to turn the Montreal into a North American, rather than purely Canadian, institution. By the end of the decade, he intends to shuffle priorities so drastically that all but the bank's revenues will originate in the United States. "It makes sense to leverage all your strengths," he said, ordering to the Montreal's ownership of the fast-growing, Chicago-based Harris Bankcorp Inc. "Also with the Free Trade Agreement it's essential for us to schedule the border and, in terms of banking services, Canada is already pretty saturated. Without being arrogant about it, the U.S. market is very fragmented, and I think Canadian banks can bring something to the party by running large branch networks."

While Barrett praises firms like Monney a free trade initiative, he chose not to comment on Merrill Lynch, but does stick his neck out on such on the Goods and Services Tax. "I don't have a brief death wish to talk positively about these three letters, not, but I like it because it's a tax on consumption, not income, and I would even support a higher cut rate—so long as it's offset by reduced income taxes."

The new chairman moved the bookies of his fellow bankers scrambling to be allowed into the insurance business by publicly stating that the idea was "bananas." He feels strongly that banks should not be artificially restrained from offering any financial services, and concluded: "Everybody is having my lunch, we should be allowed to have everybody else's. But I don't find the idea of selling insurance terribly exciting, and we have lots of room for improvement and upside-profit potential in what we're already doing." He wants Ottawa finally to sort out the four pillars—banks, trust companies, insurance companies and the securities industry—clearly and is widely opposed to the idea of characterizing American exposure as a Canadian bank.

He differs sharply with other Canadian bankers who will pretend that they are approving world-class institutions like the 1982 talks, Canada's credit union banks among the top 500, now we have only one. "It's arguable whether Canadian banks are still legitimately secure to world status," he said. "Besides, how can we possibly compete in our cost of capital with the Germans or Japanese? We're at a major disadvantage trying to price international deals, and if you were to combine all the Canadian banks into one \$400-billion institution, our competitiveness wouldn't change one iota."

Barrett seems to be throwing in his new command, and first indications that he may succeed where his predecessors failed. Perhaps his most attractive quality is a down-home modesty not common to Canadian bank chairman. "Time will tell whether I have the qualities for this job," he said. "But I've been at banking 27 years, and you can teach a monkey any business in 27 years. After all, it's not human nature, and we have an experienced team in place. I like to think there's a better end there and that one day she will become chairman of this bank."

Matthew Barrett remains an unknown quantity. But the Bank of Montreal has joined the real world at last.

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THE RICHES OF SPORT

HUGE TELEVISION REVENUES ARE PROPELLING THE NEW SEASON OF THE BIG DOLLAR

She is only 14 and she has only been playing professional tennis just over a month, but already a clothing company and a record manufacturer have agreed to pay Jennifer Capriati, a Grade II trained from Wesley Chapel, Fla., more than \$3.8 million over the next five years. Capriati is only the latest athlete who has caught the tidal wave of money sweeping the sports industry. Late last month, the rich Buffalo Bills agreed to pay star quarterback Jim Kelly a record \$24 million over the next seven years. A year ago, the Dallas Cowboys were sold for a whopping \$190 million, and television schedules are balancing with sports of all varieties, including special sporting opportunities by 1994 Winter Olympics gold medal

alist Katerina Witt of East Germany who has turned professional. Still, Los Angeles Kings owner Bruce McNall: "We are just seeing the beginning of an explosion in sport."

It is the season of the big dollar. Next week, North America's 28 major-league baseball teams will begin their lockout-delayed season with a record 153 players on their payrolls who will earn \$1 million or more that year. When the NFL playoffs and Masters Golf Tournament get under way next week, they will be only the latest addition to the booming business of sport. Fueled by television advertising—and events lasting everything from the artistry of Wayne Gretzky to the leonine behavior of sumo—there is no sport industry has become North America's 22nd-largest industry, edging even the petroleum, lumber and air-transportation sectors. The big money has touched every aspect of sport. It can be found in the series of multimillion-dollar television contracts, such as professional football's new five-year, \$662-million deal with NBC, the rise of the \$3-billion arena in baseball and a new level of marketing opportunities for companies and athletes selling everything from underwear (former baseball pitcher Jim Palmer) to luxury cars (golfer Jack Nicklaus).

Star. The prospects for continued bliss in the marriage of sports and television, with its glamorous images of sex, power and conquest, are very bright. Transatlantic football and hockey leagues are being organized, the European market for televised sports is flourishing, and municipalities across North America are building luxury private homes as new stadiums to cater to wealthy corporate clients. And owners such as McNall will continue to purchase such star players as Gretzky, who along with his wife, actress Janet Jones, are basking in the sports spotlight in Los Angeles (page 40).

But the sports boom has many critics. Bruce Mould, a star Canadian middle-distance runner in the early 1960s, who is now an associate professor of physical education at the University of Toronto, says that professional sport has been hurt by rampant commercialism. Some critics also complain that many sports have been so outstripped by advertising that the players resemble little more than walking billboards. And with so much money at stake, some governments are now openly promoting sports gambling, even while antismoking groups attempt to restrict the phenomenon (page 36).

According to the WGN Group of Pennsylvania, a private economic-forecasting firm, total revenues generated by sports of all types in Canada and the United States—from the sales of tickets to the purchase of team shoes—will more than \$36.5 billion annually. And over the next 35 years, WGN projects that total spending on sport in North America—on everything from air trips to luxurious resorts—will nearly double to \$160 billion. By the turn of the

Wit: Jordan (right): a consummate athlete for sports programming with its language of sex, power and conquest



century, WGN also predicts that U.S. and Canadian companies will be spending \$13.1 billion per year on sports advertising—20 times as much as they currently spend. And Hollywood estimates that sports advertising will increase more than 10-fold to \$30 billion.

Money. As well, so-called recreational athletes are spending more money than ever before on products and services ranging from tennis rackets to golf vacations. The Toronto-based sportswear marketing firm Christopher Long & Associates estimates that Canadian sales alone in 1989 rose 21.6 percent to \$3.7 billion. In 1987 and 1988, another \$3.7 billion for the sale of lacrosse and ice hockey, golf courses and bowling alleys. In total, according to estimates, the average Canadian family spent about \$400 to participate in sports in 1989—and nearly two-thirds of that money went to athletic shoes, ski outfits, gym wear and other equipment.

But television, with its voracious appetite for new sports programming, is clearly the most powerful force propelling the business of sport. Audiences worldwide seem to have an unquenchable thirst for ever more diverse fare, and satellite technology fosters a growing array of sports on television. Roger Warner, president of CBS Inc., a 24-hour sports channel that reaches 54 million American households, says that the growth in U.S. cable networks and sports specialty channels has created vast new television audiences, as well as a growing demand for more diverse sports to broadcast.

Some industry executives are even gambling that sports will be able to compete against expensive prime-time dramas in the future. In the United States in recent years, CBS' prime-time entertainment programming has consistently come third in the ratings behind network leader NBC and second-ranked ABC. But Jay Rosenthal, vice-president of programming for Fox Sports, is countering with a plan to use sports programming, primarily the baseball playoffs and World Series, to conquer its prime-time opposition over the next few years.

Fence. The fierce struggle among the networks and cable companies for the right to broadcast sports has led to bidding wars that are just as competitive as a sudden-death playoff game. The resulting contracts have been so large and lucrative that they have changed the very nature of professional sports. The sports fan, who was once the foundation of every successful franchise, has been pushed aside by corporate interests and television, becoming a bit player on a large stage.

In fact, major-league baseball and the NFL now earn more money from television contracts than ticket sales. Indeed, some leading sports executives say that they believe fans will become disillusioned with the hype and commercialism of contemporary sports. And while the NFL has yet to sign a major U.S. contract, the use of the TV contracts for the other three major professional sports has been accompanied by widespread broadcast vetting. John's Warner

ole Madison: "What's driving the hyperinflation in TV sports is increasing competition and a shortage of good products."

That problem has resulted in a financial windfall for major professional sports franchises. All 28 major-league baseball teams will receive \$17 million per season from 1996 through 1999 as a result of a \$1.9-billion contract signed with CBS in 1994. In addition, baseball will receive a further \$480 million from CBS to carry 375 games per season over four years.

Baseball. The 1995, led by such stars as Michael Jordan of the Chicago Bulls, has also shined in the television bonanza. Last year, the professional basketball league signed a new five-year contract with NBC worth \$750 million, up from \$397 million in the league's previous deal with CBS, which ran from 1986 to 1990. Despite the seemingly huge television payouts, Jerry Buss, the silver-haired owner of the Los Angeles Lakers, predicts that future contracts will be even larger. "We have just begun to scratch the surface of where television fees will be."

A glimpse into just how rich the future of professional sport can be occurred on March 8, when the owners of the NFL's 28 teams signed a \$900-million broadcast deal with NBC. The agreement followed a series of television contracts with other networks that will pay the NFL \$2.3 billion over the next four years. As part of the NBC agreement, the NFL agreed to add two more games in the playoffs and one more week of season play. Says Pat Bowlen, an Edmonton building developer who owns the NFL's Denver Broncos: "Leagues and teams could not exist without TV revenue. But whose would television be without sports?"

Records. And while they bid feverishly for the rights to broadcast major professional sports, the networks are also investing ever-increasing amounts in amateur sporting events. They range from the Olympics to U.S. college basketball games to Canadian college football, hockey and volleyball. In 1994, NBC paid a record \$451 million for the rights to the 1996 Summer Olympics in Barcelona, and last November CBS paid a record \$1.8 billion for a seven-year contract to broadcast the National Collegiate Athletic Association (NCAA) championship



Capaldi: \$6.6 million over the next five years for a 14-year-old

basketball tournament. Said CBS's Rosenbaum: "When you have so many major contracts coming up for renewal at the same time it creates a sense of frenzy."

But while corporate sponsorship and televi-

sion contracts generate huge revenues for owners and players, critics complain that many sports have virtually been taken over as an advertising vehicle. There are few sports in which the influence of sponsors is as pervasive as professional golf. The PGA Tour encourages the local organizers of each of its 58 annual tournaments to find a sponsor who will agree to pay the cost of half the advertising time on television broadcasts of the event or put up most of its prize money, which this year will average about \$1 million per tournament. Fully 31 of the PGA's 50 tournaments now are named for a sponsor. As well, the PGA Tour has 33 official suppliers of goods and services for all of its events.

But the blurring of the distinction between the sport and its promotional function detracts many golf instructors. Harold Harden, for one, the chairman of the 58-year-old Masters golf tournament, says that he hopes that the annual classic in Augusta, Ga., which takes place this week, will never have a named corporate sponsor. He also says that he wants to guard the tradition of having commentators in four studios at least, compared with an average of 13 in other major tournaments. Said Harden:

"When you get commercials involved, it takes the focus away from the players." Harden adds that he particularly dislikes the endorsement arrangements that turn the players into walking advertisements.

Health. Other critics argue that the commercial exploitation of sport has obscured what many people still consider its most important role in society: building character, providing better health and bringing communities together. The University of Toronto's Kild, who has written extensively on the economics of sport, says that "overwhelming corporate influence has altered the primary purpose of sport in use in which health-care considerations are foremost." Even some powerful professional sports executives share Kild's concerns. Said NYC commissioner Paul Taperback:

"We have to maintain the traditions. That's part of what makes fans bring to sport, and that has to be nurtured." Kild also mentions that the overwhelming pressure to perform for corporate sponsors and governments has driven some amateur athletes, including sprinter Ben Johnson, to use an-

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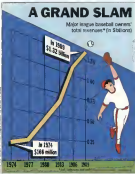
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holic steroids and other performance-enhancing drugs. Says Kold: "Athletes and up shaping, sculpting and jacking their bodies to meet the marketplace requirements."

In Johnson's case, his coach, Charles Frensch, transformed him from a skinny teenager into the world's fastest man—and Johnson's earnings were transformed accordingly. The year before the 1986 Olympic Games in Seoul, the runner was earning an estimated \$1 million a year, most of it from lucrative endorsements for companies including To-Taba of Canada and Mizuno Motor Corp. of Japan. But when tests in Seoul revealed his use of banned performance-enhancing anabolic steroids, Johnson lost not only a gold medal but also potential endorsement revenues worth an estimated \$10 million.

Wage: The love of big money is also forcing universities in the United States into a high-stakes fight for television revenues. Indeed, while the 20 NFL teams have maintained a united front in their negotiations with the networks, U.S. universities have fought among themselves for the huge fees from national television contracts. In February, Notre Dame University in South Bend, Ind., signed a separate, \$45 million deal with NBC to broadcast six of its home games each year for the next five years. In so doing, it defected from the College Football Association, an alliance of 64 universities attempting to negotiate a comprehensive deal with one entity. The Bureau of Education, whose fighting Irish football team's exploits have become part of American legend, has one of the highest TV ratings of all U.S. schools. Within days of Notre Dame's defection, the other association members had to settle for \$60 million less—\$300 million—in order to obtain a five-year deal.

In some instances, the pressure on committees to attract and keep super sports franchises is almost as intense as the pressure on athletes to win. In the NFL, media owners are considering dissolving a number of venerable old sports stables, including the Montreal Forum, the Toronto Greyhounds and Chicago Stadium, in order to generate more revenues by building larger stadiums. And since player contracts alone cost millions, teams need larger mounds to generate more money. As well, some committees are selling the valuable land that these old arenas sit on to attract large property investors. The Vancouver Canucks and Wash-

ington Capitals are now trying to pressure their city councils into financing new arenas. Jets president Barry Shenker says that a state-of-the-art arena with a capacity of about 20,000 seats should have at least 2,000 seats set aside, either within private boxes or in special sections, that can be sold for an average of \$4,000 per season. Added Shenker: "You just can't compete if you haven't got the corporate community behind you."

Driven by the hope of profits and the



Gettysky: the spectacular rise of the multimillion-dollar men

search for status, dozens of committees across North America are eager to acquire expensive franchises, or teams that have landed in other cities. Earlier this month, Al Davis, the owner of the Los Angeles Raiders, agreed to examine a written agreement by Oakland city council that could possibly be the richest deal ever given by a city to a sports franchise. The agreement would name his Raiders as Oakland's 1992 team. Los Angeles. As part of a complete package worth \$790 million, the city guaranteed the Raiders at least \$32.6 million in ticket income a year.

Oakland is not alone in seeking to entrench its sports. Businessmen and local politicians from

30 municipalities, including Hamilton, Miami and Seattle, have sponsored the bid, each establishing separate teams in their cities. As a result, the NFL has forced a committee of town owners to examine the possibility of awarding three new franchises, at a cost of \$50 million each. And that cost will likely soar even higher in Miami. Says Al Shapiro, executive director of the National Hockey League Players' Association: "A lot of people are standing out there saying, 'I could only get a sports franchise, everybody would know me.'"

Even though North America already appears to be a congested market, sports promoters are attempting to lure two more professional hockey leagues and a new football league. Gordon Stenback, president of Cleveland-based Gordon-Thomas Communications Inc., is trying to organize a southern North American Hockey League, which would operate in non-NHL cities beginning in November. Even more ambitious is the Global Hockey League proposed by Michael Golan, a former owner of the Winnipeg Jets, in which 10 teams in North America and a minimum of six European teams would begin play in November.

Operating: Competition with teams in so-called closed European cities is also the cornerstone of the proposed 12-team World League of American Football (with NFL team owners as 10-shareholders), which is scheduled to begin operating in March, 1991. World League vice-president Joseph Bailey says that he began organizing the new league after being approached in late 1988 by AFC and NFL executives who were convinced that both TV audiences and sponsors would support a spring league with a schedule running from March until June. Said league president: "I've Schenker. Former president of the Dallas Cowboys. "We believe American football will be one of the leading trendsetters in the world moves to the new era of globalization in the 21st century." Indeed, as the big business of sport continues to boom—propelled by television, and an ever-growing health-conscious society—the world is on the verge of being turned into one giant gaming field.

TOM PENNELL and IF ARCY JENSEN with JULIE CAZZINI, DAVID TROSKO, PHAN DACH and MICHAEL MARJESSON in Toronto and ANNE GRESON in Los Angeles

A PROMOTIONAL GAMBLE

MILLIONS ARE RIDING ON STAR ATHLETES

The team in The Great One's first million dollars of hockey fans, one running. The New game on Aug. 9, 1988, the day when Edmonton Oilers owner Peter Pocklington announced that he had sold Wayne Gretzky—the greatest hockey player in the world and a Canadian nationalist—to the Los Angeles Kings for \$15 million. The Kings, who had been a hapless outfit throughout much of their 21-year history, were taking a big gamble on Gretzky's ability to expand the Kings' ticket, advertising and television revenues but also enough to pay for the deal. In retrospect, it was a safe bet. The 29-year-old center's on-ice magic, on-ice heroics and star quality have proved so profitable that the deal has paid for itself in 20 months. Said Kings owner Bruce McNall: "I have been accused of greed but Pocklington did not realize how important Gretzky was."

Leap: Gretzky's leap into one of the most highly paid and sports figures in North America could hardly have been better timed. Sports marketing, the use of athletes like Gretzky to promote products and services, is booming across the continent. Gretzky's move came as North American corporations' total spending on advertising is growing by five to six per cent a year, while the proportion that they are dedicating to sports marketing is increasing by 14 to 12 per cent a year. In 1989, Canadian corporations spent about \$125 million on sports-related advertising promotions, event sponsorship and sports celebrity endorsements, while their U.S. counterparts spent \$20 billion. "Interest in sport is growing almost daily," said Anthony Lyons, Toronto-based president of Coca-Cola Ltd. of Canada. The soft drink giant is dedicating 30 per cent of its 1990 ad budget to sports advertising, including Gretzky promotions, up from 27.5 per cent in 1989.

Executives say that intriguing deals company names and logos in players' advertising events often pay off in spectacular increases in sales. During the Super Bowl, Nike, the Portland, Ore.-based athletic footwear manufacturer, doubled television viewers with an estimated \$1.5-million first-run advertisement in which



Montana: with the financial rewards come major risks

many of the best-known stars in professional sports each appeared for only a split second. The athletes' feeback lay on the screen included such stars as Gretzky and Bo Jackson, the star outfielder of the Kansas City Royals who is also a star running back for the Los Angeles Raiders. Nike executives say that its ad strategy of

recruiting star players with top products is a key reason why Nike's U.S. sales, which soared to \$2.4 billion last year, are continuing to increase at 25 per cent per year.

But, with the financial reward to be found in sports marketing come major risks. After Ben Johnson, sprinter across the finish line in the 100-m race in the 1988 Summer Olympics in Seoul and runner of a bronze medal, was found to have used performance-enhancing substances, was discovered in his urine, major corporations around the world suddenly found their games linked to the way at the centre of one of the worst sports scandals in history. Drama of Johnson's sponsors, including Toshiba of Canada Ltd., were hurt by their association with Johnson. Said Ted Rubin, Twink's general manager, in describing Johnson's victory and subsequent downfall. On that Friday night, I was the greatest—here. By Sunday, I was a loser. You never know the risk."

Risk: The competition for top names in modern sport has become so heated that a handful of athletes now have endorsement contracts worth millions in the millions. In addition to his yearly salary—\$3.3 million including deferred payments—Gretzky earns more than \$2 million from endorsements monthly from Chicago Bears coach Mike Ditka makes an estimated \$15 million a year—twice his salary—from such sponsors as Campbell Soup Co. Ltd. and American Ice Cream Co. San Francisco 49ers quarterback Joe Montana age 35, who earned \$2.5 million last year, earns another \$4 million yearly in endorsements. Montana's latest move is a 100-footwear manufacturer L.A. Gear of Marina Del Rey, Calif., which last February agreed to pay the quarterback \$2.6 million

over the next three to five years for his public use of approved.

While Gretzky benefits from increased exposure in Los Angeles, Kings owner McNall is also making additional millions off of his star player. Team sponsors say that, primarily because of Gretzky's presence, the Kings will make a substantial profit this year after losing over a million dollars the year before he came to Los Angeles. Indeed, the Kings' revenues have increased at almost every aspect of the team's operation. Demand for tickets to see Gretzky play allowed the Kings to increase the price of their prime seats to \$42 from \$25. As well, they have linked the advertising rates on radio-side boards inside their arena, the Great Western Forum, to \$770,000 from \$60,000 for a night board. Since his arrival, over age attendance has jumped to 35,875 from 11,967, ticket revenues have climbed to \$425,000 from \$129,040 per game, and advertising revenues have tripled, to more than \$4 million a season.

Wider: Gretzky has also helped the Kings to reach far beyond the affluent southern California market. Prior to Gretzky's arrival, only major cities boasted franchises. Kings games, but currently 55 cities, including Oakland in Texas, Nevada and Arizona, carry the games. Gretzky has also opened up millions of new sales from across the United States for a wide range of Kings products, including sweaters, jackets and sticks. Before his arrival, Oakland's largest sporting goods store in California, carried only three Kings items. But the demand for Kings products was so great that Oakland's and the Kings were negotiating to establish King specialty shops in all of California's 38 West Coast stores. Said McNall, a coin dealer and film financier: "Gretzky saved the franchise."

Still, Gretzky cannot give up on his advertising and television appearances for endorsements. One of the more remarkable is Arnold Palmer, who just won a tournament on the PGA tour in 1993. Now 60, he still

earns an average of \$11 million per year through endorsements. Jack Nicklaus earned just \$114,000 on the professional tour in 1983, but he picked up an estimated \$9 million through endorsements and promotions. Greg Norman, one of the current stars of the tour,

earns almost \$90 million a year endorsing everything from golf balls to hamburgers. Says Norman: "Nobody who isn't around professional golf can even conceive of how much money there is available to us."

Appear from conventional television advertising, corporate names and logos seem to show up almost everywhere in the big time. Pop posters have become without billboards, carrying the sponsor's name or logo on the sleeves of their shirts and their golf bags. Professional players also turn their rivalry by limited competitive clothing into valuable advertising space, while downhill skiers frequently become shiny human advertisements, with corporate logos on nearly every piece of their suits and equipment. Said Gretzky's agent, Michael Barnett: "During the Winter World Cup, my Canadian client, Rob Boyd, wore Phil's name on his helmet, skied across the finish line and stopped at a Fuji banner, showed a Fuji baseball cap and drove a Fuji car every contract he's had."

Advert: Meanwhile, some corporations pay millions of dollars to ensure that their names become incorporated into the title of a sports event or program. Indeed, one of Canada's most popular television programs are officially called *Michael's Money Night* in Canada and *Lester's Blue Jays Annals*. In addition, product names show up during the televised action as well as during the ads. The NFL, for one, has developed a licensing source of revenue by selling advertising space on the boards around its stadiums. Says Edmonton Oilers president Glen Sather: "It's the best deal going for advertisers. They get their name in front of a crowd all night long."

Coke and archrival Pepsi-Cola Co. are helping to drive the sports marketing boom through their star-athlete advertisements. Coca-Cola launched its attack in January 1989, by teaming its subsidiary with ads showing Super Bowl winners, former World Series champion, Chris Dwyer and Gretzky allowing to drink Coke from Pepsi. In the latest, Super Bowl Leonard says: "I have a new life now. Just call me Super Leonard."

Bottles: Pepsi responded with its ad showing Montana challenging the athletes who endorse Coke to a taste test comparing diet Coke with diet Pepsi. Says Montana in the ad: "Come on, Mike. We'll drink it, I'll serve it." Pepsi is also changing victory for Super Bowl champions, because Montana was the game's most valu-



Griffith-Joyner: competition for a handful of athletes

'NOBODY CAN EVEN CONCEIVE OF HOW MUCH MONEY IS AVAILABLE TO US'

sible player. Said Roberto Medina, representing Pepsi in Toronto: "Every time Montreal scored a touchdown, we ran our Montreal ad. You cannot ask for better publicity than that."

While Mattia, Gordiey and other apparently squeaky-clean athletes, such as Florence Griffith-Joynt, are popular investments, the downfall of Ben Johnson showed how dangerous sponsoring individual athletes can be. As a result, many more companies now insist on the right to cancel a sponsorship contract if an athlete becomes an embarrassment to his sponsor or is convicted of a crime. Says Benetti: "Now, every company is asking for a morals clause."

Raising: There are other perils associated with fancy and expensive sports campaigns. While they please some top executives, others take a different view. During the time that golf enthusiast F. Ross Johnson ran the food-and-tobacco conglomerate RJR Nabors of Atlanta from January, 1987, until February, 1989, the firm paid Nicklaus \$1 million a year to play with charity donors. Also during Johnson's tenure, the company spent more than \$70 million a year on sports sponsorships—including everything from stadium and motorcade touring to World Cup soccer championships. "All of their activities were skewed to customer hospitality, like inviting the president of a grocery store chain to play with Nicklaus," said a former RJR employee, who added not be identified. "RJR would tell you those promotions all paid out, but that customer buy another \$1 million of RJR products because of that experience?"



Trying on sports shoes: spectacular sales increases

which cost the conglomerate about \$24 million last year, and the Grand Prix of Tennis, which cost a further \$4.2 million.

Other companies are also finding that some sports sponsorships are becoming too expensive. In 1989, Imperial Oil Ltd. severely cut back its \$400,000-per-year sponsorship of amateur racing in Canada, and the Royal Bank of Canada dropped its \$500,000 annual commitment at the Junior Olympics in 1988, after 15 years. Peter Case, vice-president of advertising for the Royal, said that the Junior Olympics program simply did not have a high enough exposure to make the investment pay. Added Case: "Instead, we are supporting figure skating, which has a clear business link—we are the bankers for the Canadian Figure Skating Association."

Skating: But most executives still maintain that sports sponsorships are one of the best methods of reaching a well-defined target audience. Says Case: "It's possible to identify which market segment follows which sports and communicate to them very economically." As well, television, radio and newspaper coverage of sporting events that stretch over a number of days, like figure skating, gets the company name and logo before a mass audience for an extended period. Case says that this prospect was another reason that led the Royal Bank to sponsor the Canadian national figure-skating championships in Sudbury, Ont., in February, and for the next two years as well. Declared Case: "It's an added opportunity to use television airtime for commercial purposes." And as many firms such as the Royal struggle to find an athlete like The Great One, who will return his endorsement fee through increased revenues, the competition is becoming as hot as the seventh game of a Stanley Cup final.

TOM FENNELLE and ANN WALDRIDGE and DAVID TODD in Toronto and ANNE GREGOR in Los Angeles

THE PROFITS OF PARTICIPATION

Although sports fans are spending millions on stadium seats, all-star jerseys and television networks are taping and record accounts to broadcast the events, even greater expenditures are made by those who want to actually participate in the sports themselves. Indeed, in 1989, so-called recreational athletes at Canada spent nearly \$4.5 billion on profits and services ranging from hiking trips to fitness clubs.

And sometimes, the demand for equipment can be overwhelming. The upcoming Spring Lake show in midtown Toronto is so popular among affluent hobbyists that it employs a staff of 500 during peak seasons—and police officers are required to direct traffic around the show on nearby days. Stuart Lockner, 74, a retired carpenter, says some families spend up to \$5,000 on one shopping trip. Adds shopper Graham Colley, who recently spent \$450 on a ski jacket: "When you go skiing, you have to have the right labels."

And industry analysts predict that spending by weekend athletes will likely continue to increase. A study published by the St. Louis-based weekly *Sporting News* magazine in Janu-

ary indicated that Americans spent \$50 billion total, just in sports in 1989, up by more than \$2.4 billion from 1987. The study attributes the growth to mass-disposable incomes and a growing preoccupation with appearance, personal health. End Game? *It could be an overdone market, but it's hard to predict the study.* "The participatory aspect is where the big bucks are." Indeed, some of the biggest winners in the sports industry are the business executives who sell fans the equipment to enable their outdoor hobbies.

DAVID TODD and ANN WALDRIDGE in Toronto



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HOCKEY PLAYERS STILL SUFFER POOR-COUSIN STATUS AMONG ATHLETES

during the 52-day lockout. The players wanted to not back eligibility for free agency from three years to two, while the owners wanted not to badge from the current system. In the end, the two sides agreed that the salaries of 17 per cent of players with between two and three years of service could be subject to arbitration.

Plus: Professional basketball owners would like a plan similar to the one used in professional basketball that has already slowed the growth of team payrolls in the NBA, while guaranteeing labor peace by giving players a share of winning longer contracts. In 1983, when more than half of the league's 23 teams were losing money and at least four were in danger of folding, basketball players agreed to an arrangement that guaranteed 53 per cent of NBA revenues would go to salaries. Since then, league revenues have grown to a projected \$600 million in 1990 from \$160 million, and both players and owners have benefited. Said Chicago Bulls owner Jerry Krause: "There is a partnership between owner and player."

Impressed by the NBA's recent success, some NHL teams owners also have the concept of a salary cap. The league will save a staggering \$4 billion over the next four years from television agreements it signed with U.S. television networks. This will help the owners pay for rapidly increasing player salaries, which cost for roughly 65 per cent of team costs. In 1988, the average NHL salary jumped 44 per cent over the previous year to \$306,000. Said Philadelphia Eagles owner Norman Braman,

who last year signed quarterback Randall Cunningham to a seven-year, \$26-million contract: "It's just a disaster. There's been no vestige of control."

But while most athletes' salaries continue to rise, NHL salaries have not kept pace, and are among the lowest in professional sports. Be-

cause's major salary increases because nearly half of the league's 21 teams will not earn a profit this season.

Still, players and their agents dispute the owners' pessimistic assessment. Edmonton-based player agent Rick Waser maintains that the league's total player payroll of \$122.5 million sets up less than 30 per cent of league revenues, well below the 50-per-cent level in most professional team sports. Added Buffalo Sabres player representative Denis Kennedy, a rugged defenseman: "Players want the league to be strong, but we also want a fair dollar."

Despite mounting concern over the wage spiral, which also includes recent history of a team passing specific attendance figures, many sports industry experts agree with player agents that star performers contribute to a team's financial bottom line in ways that more than justify their huge salaries.

Winner: In fact sports economist Scully used revenues and teams to help determine that Boston Red Sox pitcher Roger Clemens—winner of two consecutive Cy Young awards, in 1986 and 1987—contributed \$4.8 million in revenue for the team in 1989, when he had a win-loss record of 24-4. And when Buffalo quarterback Jim Kelly, a former Heisman Trophy winner, joined the NFL's New York Jets in 1988, season ticket sales increased to 35,000 from 19,000 in a single year, and the team went on to win two division championships. And when Los Angeles ball fans filled the stands in Florida and Arizona ball parks, the eye-opening salaries of their heroes appeared to be far less important to them than the return of one North America's most revered—and richest—sports personalities.

DAVID THORN with **ANNE GERARD** in Los Angeles

PLAYING FOR RICHES Top annual basic salaries, 1990			
	Will Clark Dave Stewart Mark Davis	San Francisco Giants Oakland A's Kansas City Royals	\$4,500,000 4,200,000 3,900,000
	Marie Lemieux Wayne Gretzky Mark Messier	Pittsburgh Penguins Los Angeles Kings Edmonton Oilers	\$2,460,000 2,064,000 990,700
	Petrick Ewing Magic Johnson Michael Jordan	New York Knicks Los Angeles Lakers Chicago Bulls	\$4,880,000 3,720,000 3,060,000
	Warren Moon Dan Marino John Elway	Houston Oilers Miami Dolphins Denver Broncos	\$1,800,000 1,740,000 1,710,000

cause the NHL holds a major U.S. television network contract, hockey players have always suffered poor-cousin status among professional athletes. The average NHL salary of \$188,000 is the lowest of the four major professional sports. While more than 140 major-league baseball players and stars TD NBA players currently earn salaries at \$1 million or more, only two NHL stars—Marie Lemieux and Gretzky—will do so this year. Winnipeg Jets owner Berry Shreckstein says that most NHL teams cannot

dream, the league received a \$3-million-per-team salary cap. Still, only three of the eight CFL teams managed to earn a profit in 1989.

Only two years ago, the CFL almost collapsed when its television and gate revenues dried. One franchise, the Montreal Alouettes, went out of business. But Donald Trump, who bought CFL ownership from James, says that the league is rebounding. For one thing, total attendance, which had been declining for years, stabilized at 1.8 million in 1989, and the league signed a two-year television and promotional deal with Cdn's O'Keefe Ltd., which pays each team about \$700,000 per season, roughly double what they received under the previous TV contract. And while none of the

franchise is prospective, they are not in danger of imminent failure, unlike the situation early in 1989 when new owners had to rescue both the Hamilton Tiger-Cats and the British Columbia Lions.

The CFL has also built protection into its two-year collective agreement by allowing it to unilaterally impose pay and post-season salaries of league newcomers fall below a specific level. Meanwhile, CFL players have the only collective agreement in professional sports that provides for unrestricted free agency, allowing athletes to sign with the highest bidder. Still, until the teams can start to reap real bak-

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REGAINING LOST GROUND

While salaries in other professional sports have been steadily increasing, making nationally televised athletes' salaries, players in the long-struggling Canadian Football League have been losing ground. The average CFL salary fell to \$54,088 for 1988, compared with \$59,127 in 1987 and \$60,332 in 1986, when it reached an all-time high. For the players, the decline of income meant even less in 1985, in a desperate attempt to keep jobs

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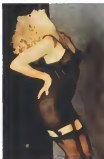


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PEOPLE

Dancing in vogue

Pop star Madonna Louise Ciccone, simply known as *Madonna*, will soon create a sensation—on the dance floor. In her new music video, *Rogue*, Madonna struts and writhes a series of sexy model-like poses that make up a dance called *vogueing*, which this jockey predict will soon become the new nightclub craze. The song *Vogue* is



Madonna: the new club case

from Madonna's latest album, *I'm Breathless*. *Madness* and *Inspired* by the Film *Jack Tracy*. The new album also features her duet, *I'm Breathless*, with sometime boyfriend Warren Beatty. The couple are co-starring in the movie *Jack Tracy*, to be released in June. Madonna stars in *Jack Tracy*, a nightclub scene with links to the mob who attempts to seduce detective Tracy (Beatty). Said Madonna: "We're just perfect together."

An actor's naked confessions

Canadian actor Leslie Nielsen claims that he has achieved the most sought-after job in Hollywood—a starring role in the sequel to the 1988 hit comedy *The Naked Gun*, to be filmed this summer. "Making the first movie was

so much fun, we all rushed to work early so we could laugh early—well, most got out," he says. "People are saying, 'I'll work on it for free—I'll pay to be in it.'" The 64-year-old Regina native, who will star in the upcoming comedy *The Repossessed*, a takeoff on the 1973 horror movie *The Exorcist*.

Nielsen calls here



Older and wiser

Motorhead pop singer Corey Hart says that being a teen idol was overwhelming. "It attracted screaming fans who loved me because they thought I was good-looking," recalled Hart, whose album *Boy on the Run* was a 1985 hit. By 1987, he says that the pressure to perform exhausted him and he quit touring. Now, at 32, Hart is starting over with a new album, *Now*, and a summer tour. Added the singer: "Now, I have a better balance on things."

Hart: 'attracted screaming fans'

THE JOY OF ACTING IN POLITICS

Actress Glenda Jackson says that she would gladly give up the stage and screen for politics. Last week, the 53-year-old London resident, who was best actress Oscar in 1970 for *Woman in Love* and in 1973 for *A Touch of Class*, was chosen by British voters as Labour Party's first parliamentary candidate in a North London riding now held by the Conservatives for the next general election. Jackson said that the nomination gave her "greater pleasure" than her Oscars. Added the actress: "This is one of the proudest moments of my life."

Flying solo

For the first time in *Academy Awards* history, Oscar winners were restricted to 45-second acceptance speeches. Most of the stars who won took the time to thank their wives for their support. But none of the women winners acknowledged their husbands—not even Jessica Tandy, who took the best-actress award last week for her role as the widow in *Dying Young*. Most deeply moved, married for 47 years, Tandy and Canadian-born actor Hume Cronin are known as the first couple of American show business. Still, since celebrating her win, Tandy said, "Good for me."



Tandy: breaking with tradition



cast, adds that appearing in silly movies has made him a cult hero. "People know my scenes inside out," he says, "and like to watch me—it's wonderful." The flip side is that he is often stereotyped as a comic actor—perhaps comically. Says Nielsen: "I can't watch serious dramas without laughing."

Taking on tobacco

Smokers are trying new ways to butt out

Like most cigarette smokers, Barbara Young says she has had to quit her pack-a-day habit some times, but repeatedly failed. Last October, the 30-year-old Vancouver sales representative who has been smoking since she was 12, decided to try a new approach: laser therapy. For half an hour, Young sat in a chair at a doctor's office while a technician directed red laser beams at specific points in her arms and hands. Proponents of laser treatment say it's become routine by physically cutting the nicotine by triggering a release of the chemical from the body, called endorphins. Young said the therapy helped her quit for three months. But, during a smoking holiday in January, she started smoking again. Now, she says that she plans another session with the laser therapist in a few weeks. "I said I was cured," she said. "You can believe in anything you want."

Lula Markham Young, thousands of Canadians are looking for ways to beat add—and stay off—cigarettes and abuse tobacco products. According to estimates by the U.S. Tobacco Industry-based Non-Smokers Rights Association, about five million Canadians currently smoke cigarettes, down from 7.2 million in 1980. And with increasing pressure to quit, more are learning the effects of smoking, doctors, private companies and nonprofit organizations have begun offering a wide array of treatment programs, including counseling, group therapy. Besides laser therapy, addicted smokers have been turning to acupuncture, hypnosis and Alcoholics Anonymous-style group therapy for help. But addiction experts say that the advertised success rates are inflated. "There's a lot of hype," says Dr. Roberto Pomeroy, a researcher at the Addiction Research Foundation in Toronto. "There are a lot of methods that have made some acceptable claims, but they can't be

Group counseling involves overcoming both physical and psychological addictions, according to Fontaine. She added that a former smoker may experience physical symptoms of nicotine withdrawal, including difficulty concentrating and sleeping, or become irritable and excessively emotional. The symptoms will usually disappear within a month of quitting, but the psychological symptoms are harder to eliminate. "In some ways," she said, "it's

comparable to a grief reaction. It's almost like your best friend is gone and you're missing them."

Quitting smoking for Beau O'Malley meant breaking a 25-year, 30-cigarette-a-day habit. The 79-year-old electrical contractor in Haldimand says that he finally succeeded about three

some spots that the laser therapists focus on. Provincial health-care plans do not cover either treatment. Laser therapy, which is available in clinics operated by doctors or private businesses in most major cities, costs about \$75 for a half-hour session. Individual smokers may require varying numbers of follow-up sessions, usually within a three-month period. Acupuncture costs about \$25 a session.

One product designed to help smokers cope with physical withdrawal symptoms is Nicorette, a chewing gum that contains nicotine. The product is tasteless, but creates a stinging sensation at the back of the tongue when chewed. Dr. Anders Lundell, medical director of Toronto-based Merrell Dow Pharmaceuticals (Canada) Inc., said that Nicorette, which is manufactured by a Swedish company, provides an individual with a supply of nicotine that he would normally acquire through smoking. Dr.

family doctor in Ottawa who practices hypnotherapy, currently treats about 200 smokers a year, an increase from 50 about five years ago. Deutsch says that he teaches the hypnotized patient to achieve a state of pleasure by substituting such sample—and safe—paraphrases of behavior as breathing heavily for smoking. Usually, the treatment works in an hour-long session and a follow-up session, which together cost \$335. Two out of three patients, Deutsch says, are still not smoking a year later.

Other programs offer step-by-step methods to break the habit. Toronto-based Smokeless Starts Ltd. organizes work seminars across the country that cost participants between \$185 and \$295. Seminar co-ordinator Jennifer Francesco says that during the first four weeks, clients are allowed to smoke but they are encouraged to cut down. Smokeless tries to change such behavioral patterns as smoking automatically after a meal or while drinking coffee. In the last two weeks of the program, the participants are supposed to stop smoking all together. They learn how to cope with emotional and physical stress, including anger and hunger, which will be the desire for a cigarette.

Sensenders, a 21-year-old company that employs about 80 people part time, has worked with employees of such corporate clients as Noranda Inc., General Motors of Canada Ltd. and Coca-Cola Ltd., as well as an estimated 20,000 individual clients. Francoux claims that 90 per cent of the participants have stopped

Wester's four-year-old company has about 200 corporate clients, including the Royal Bank of Canada, and Canada Ltd. and Transport Canada, who offer programs of varying length to employees. "Nicotine addiction is not the same as alcohol or heroin addiction," says Wester. "That's a myth. It can be controlled. Smokers figure out very easily that if they can go for four

cigarettes, contains a display panel with two windows. One tells the smoker how many days he has until he must quit, based on information the user punches into the device. The second window tells the smoker how long he must wait until his next cigarette, based on a schedule the user defines and feeds into the device. The user pushes a button every time he lights up



Technician treating smoker with laser beams: experts recommend skepticism about claims

months ago by participating in a program conducted by the New South Wales Lung Association. Called CautiousOne, the program costs \$50 and involves a self-help approach to quitting: in seven 90-minute sessions over five weeks, groups of 12 to 20 smokers learn how to handle normal stress, anger and other types of pressure without lighting up a cigarette. Lung associations in the other nine provinces offer similar programs. O'Malley said that his first few days without cigarettes were "marvelous." But, for the first time, he managed to quit for more than a day.

Some methods primarily help smokers through the effects of physical addiction. "One theory behind acupuncture, at a 3,000-year-old Oriental medical practice, is that smoking upsets the body's natural balance of energies. With relatively little discomfort to the patient, acupuncturists insert thin two-inch needles into the meridians and hands, at roughly the

tors must prescribe Nicorette because nicotine is a drug. In 1989, Canadian physicians wrote 350,000 prescriptions for Nicorette, 308,000 of them to new users. Lundell added that clinical tests have shown that, after one year, 40 per cent of users are still not smoking. Farnood said that Nicorette is less harmful than tobacco because it does not contain tar and carbon monoxide.

Smokers are also turning to hypnosis to help them overcome the initial physical craving for cigarettes. Hypnosis, which is a focused state of attention during which people become more responsive to suggestions that they wish to follow, helps to motivate smokers to change their habits and attitudes towards cigarettes. Many doctors, dentists and psychologists are trained by self-regulating organizations in each province that regulate the practice of hypnosis. Some treatments are covered under provincial health-care plans. Dr. Laurence Deutsch,



Toronto Smokers' seminar: trying to change such pettiness as smoking while drinking coffee

hours without a cigarette, then they can go for five."

A slow withdrawal from cigarettes is also the principle behind a computerized device called LifeSign, which is marketed by Health Innovations Inc. of Reston, Va. The device, which is the size of a credit card and as thick as a paper,

he violates his schedule, a buzzer goes off. Health Innovations vice-president of corporate relations Scott MacKillop said that the company has sold 150,000 of the \$75 devices in Canada. They are advertised on television, and buyers can order by mail or phone. MacKillop said that clinical trials have shown that 25 percent of LifeSpan users are still off cigarettes one year after using the device.

addictive effects, experts refuse to endorse any one method of quitting. For his part, George D. Strehler, a researcher for the Ottawa-based resource centre called the National Clearing House on Tobacco and Health, says that one-sessions should be wary of statistics. He added, "Any course that offers success rates beyond 30 per cent within six to 12 months of quitting is probably cost-effective."

At the same time, however, experts do not discourage people from using any method that might help them quit. "Most people have to try several times," said Ferrante. "They learn what tripped them up, and their resolve, or *creanza*." Personal determination, O'Malley and other successful former smokers say, is really the key to giving up cigarettes. "The whole heart and soul of it is that you have to want to quit," he said. "Even with a halfhearted effort, you're not going to make it."

NORA UNDERWOOD with **TIM POWES** on
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Khushfogg signing autograph in New York subway station: 'We are good material'

JUSTICE

'Shoe time'

The curtain rises on the Marcos trial

It has the makings of a Broadway hit: money, foreign intrigue and a star-studded cast of characters. The curtain rises this week on the trial of Imelda Marcos, the widowed former Philippine First Lady and owner of thousands of pairs of shoes—including ones with battery-powered disco lights attached to the heels. Marcos is charged with plundering millions of dollars from the Philippines and secretly investing it in New York City real estate. Defending her is Gerry Spence, a flamboyant courtroom attorney from Jackson Hole, Wyo., who puts his Sorcerer on the table and looks decidedly uncomfortable in a size-44 blue blazer and gray flannels. Co-defendant and former ballerina, arena-dancer Adrian Khushfogg is alleged to have helped Imelda and her husband, former president Ferdinand Marcos, to take the ownership of the buildings Khushfogg owns the dory New York subway to the courthouse in an apparently deliberate attempt to seize his island-townhouse again. As Khushfogg told *Nichols*' last week, "We are good material for you."

Even for a city accustomed to the continuing saga of real estate tycoon Donald Trump's tumultuous marriage, the Marcos trial promises to be a colorful spectacle. "Shoe time," screamed a headline in the tabloid *Daily News* during jury selection. The 90-year-old Marcos, who was indicted along with her husband before his death in September, 1989, is charged with looting more than \$500 million from the Philippine treasury between 1972 and 1986

Then, they were forced into exile by the so-called People Power revolution, which made Corason Aquino the new president.

Imelda Marcos, who went into exile with her husband in Hawaii, is accused of racketeering, embezzlement, bribery and elaborate kick-



Spence and Marcos charges of elaborate kickbacks

backs to obtain the money and then buy upscale properties. They include addresses on Wall Street and Madison Avenue, estates on Long Island and in Princeton, N.J., and paintings by such masters as Picasso and Van Gogh. If found guilty, Marcos, who is born on \$5.9 million, has a maximum sentence of 30 years in prison and \$1.2 million in fines. Khushfogg, 54, subject to 10 years in jail and a \$800,000 fine, was fined on \$11.8 million bail—but has to

wear an electronic police monitoring device on his left ankle.

Last week, in a dingy, fluorescent-lit courtroom, judge John Korman, federal attorney Charles LaBelle and the two defense teams screened 150 candidates for 12 jurors and six alternates. Marcos, dressed in black mourning clothes and carrying a Gucci handbag, stretched the faces of the prospective jurors, pined down tears and fingered her nose.

Called both the *Ungay Lady* and the *Iron Butterfly* by her enemies, Marcos held influential government posts in the Philippines, including governor of metro Manila. She is now staying in a rented luxury suite in Manhattan. "Hated by her friends out to talk to reporters, she made only one comment last week about the jurors who were selected: 'Speaking in Tagalog, a language common in and around Manila, she said, "They feel for the poor more than the rich."

Even before the trial opened, Spence, the tall, sandy-haired lawyer whose Wisconsin ranch appears in Marlboro tobacco advertisements, had begun to cast Marcos as a victim. Openly courting public opinion through the media, which earned him a profile rebuke from the judge, Spence said, "There is no more sinister, single human being in this world than a woman who has always been protected, who wakes up with her husband dead, living in a foreign land, charged with racketeering in New York City." Spence argued that even a "well-dressed and well-shopped wife" did not know what her husband was doing. "What about Nancy Reagan?" he asked. "Is she supposed to be responsible for the [Iran] contra affair? We've never sought to hold Pat Nixon responsible for Watergate."

Khushfogg, meanwhile, did some jural politicking of his own. The South fannore portrayed himself as a grand entrepreneur who first worked with the Marcoses in the early 1970s but knew no details of their business. Sipping Earl Grey tea with a bowl of lemon in the French room of the Privet Avenue Hotel, Khushfogg said, "It is like being a broker between two governments who gets his fees and so he goes. I don't see the products." Khushfogg was once one of the richest men in the world, but he now claims that his fortune has fallen to \$63 million from more than \$1 billion in 1984. Still, he lives in a \$30-million apartment on Fifth Avenue with a landscaping yard. Khushfogg and a large swimming pool. His personal chauffeur, Steven Chace, works on him three times a day. Seal Chance: "I get him so that energy runs through his body, over his organs, and his mind is cleared." In the midst of New York's, the trial of Marcos and Khushfogg promises to be the best show in town for months to come.

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A death in the family

The strange case of F. Kingsley Doody

For seven months, the mysterious death of 81-year-old F. Kingsley Doody has captivated Montrealers. The affair began on a warm summer evening last August at the city's exclusive Hillside Tennis Club. During an encounter with an affluent young member of the club, Doody suffered several broken bones. Four weeks later, he died—at least indirectly because of his injuries, according to several doctors. But Montreal police laid no charges, and they complained that many potential witnesses had expressed reluctance to say what had happened. The unanswered questions surrounding Doody's death, along with the cost of lengthy and grueling criminal inquiries, led to rumors, media speculation and finally a coroner's inquest. Late one night last week in a near-deserted Montreal courtroom, coroner Marc Fédor Bocharie recounted that, even after hearing from 30 witnesses, disturbing questions remained about the incident at the tennis club that night last August.

Doody, a retired insurance executive battling the onset of Alzheimer's disease, died at Montreal General Hospital last Oct. 2 following surgery related to the injuries he had suffered at the Hillside club. On Aug. 31, Doody had dined in the club with a party that included Senator Gerald Meloan, a member of the Montreal lawmaking body, and the parents of Prime Minister Brian Mulroney's wife, Mita. Dr. Doody and Bocharie's private testimony showed that later, in the men's locker room, Doody was involved in an exchange with 39-year-old Robert Tétrault, who had discovered Doody urinating on the toilet bag of his brother, Fédor Tétrault, a prominent Montreal stockbroker. Doody was admitted to hospital later that evening, and doctors discovered that he had suffered a broken hip and four broken ribs. The injuries required surgery, which led to infection and, ultimately, Doody's death.

Later, police investigators said that they had not been able to collect enough evidence from members of the tennis club to lay charges. Thus, in November, Montreal's chief coroner ordered the inquest, and 30 witnesses testified at five separate sittings over two months. No fewer than 30 doctors testified, and most agreed that Doody's fall at the club, and subsequent surgery, triggered the pneumonia and infection that led to his death. In the end, however, Bocharie heard two conflicting versions of what happened that August evening in the tennis club's locker room.

Throughout the inquest, 69-year-old Pen-

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JUSTICE

ope Doody, the widow of the dead man, testified aggressively to most of the evidence. She testified that she had attended the dinner party and, upon being summoned to the locker room, found her husband clutching his side and "yelling that murder." But Pivnick, the Prince Minister's father-in-law, differed: "Mr. Doody was sitting on a wooden bench, holding on tightly." Pivnick testified, but he added, "There was so much that anything dramatic had happened." For his part, Montreal lawyer Jules Duchesneau, a partner of Robert Titrault's uncle in one of the city's leading law firms, testified that he arrived at the locker room to find Doody lying on the floor and unable to get up. Said Duchesneau: "He had a green complexion. He was having difficulty breathing. He was trembling, wobbling."

On the final day of the inquest last week, 18-year-old Hilarde bartender Wayne Hurdston testified that he was talking on the telephone at the bar when the phone in the locker room was knocked off the receiver. He said that he overheard a noise that he recognized as Robert Titrault's, shouting angrily, "What are you doing passing on my father's tag?" Hurdston testified that he rushed down to the locker room, where he found Doody lying on the floor. Hurdston described Titrault as being "in a fury." He added that Doody told him he had been "punched and had a sore back."

Testifying on the same day as the bartender, Robert Titrault told a different story. The tall, blond, elegantly suited young man, who works as a freelance machine salesman, claimed that he had repeatedly questioned Doody when he noticed him weaving on the floor of the locker room. "I thought he was drunk," Titrault testified. When Doody did not respond, Titrault said that he grabbed him by the elbow and pulled him sideways, away from his father's tennis gear. "He stumbled three or four feet," said Titrault, "seemed to regain his balance for a time, then started to stumble again and fell against the foot of a bench." Admitting that he was upset, Titrault denied being harsh. He also denied Hurdston's contention that he had shouted abuse at Doody or that he had called him a "jerk." Titrault added that he had helped Doody to his feet even though "it wasn't our job to take care of him. He was not my guest."

Under cross-examination, Titrault also claimed that he had been aware that Doody had suffered any serious injuries, testimony that was corroborated later by André Titrault. Said the younger Titrault: "I just thought he'd had a few too many drinks. Other than that, he looked all right."

The two starkly different accounts of what happened prevented Boulianne to comment during his summation. "There's obviously a question of credibility involved in this entire affair," Boulianne's attorneys are expected to be released sometime in May. Until then, the unanswered circumstances surrounding the death of P. Kingsley Doody will likely remain a topic of conversation at several levels of Montreal society.

BARRY CANE in Montreal

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The grand old game of stealing signs

BY TRENT FRAYNE

As many parents have done before him, George F. Will, whose forehead stops just this side of heaven, has come out with advice about baseball. This one is called *Signs at Risk* and contains a signpost on Tony La Russa, some of whose darkest thoughts appear to be directed against the Toronto Blue Jays.

Towering intellects in the United States rarely write upon baseball, basketball, hockey—or, as so many of them tell it there, *any* other—sports, and even clasp their quills as empty togs for a time. But the country is coming with the concern of one-eyed cerebellums who have found baseball an ideal escape valve from their normal weightier ruminations.

The French-born historian Jacques Barzun once noted that "wherever words to know the heart and soul of America had better learn baseball." Other literary dynamos who have pondered the subject include Sherwood Anderson, Mark Harris, A. E. Hotchner, H. L. Mencken, Marianne Moore, Philip Roth, James Thurber, John Updike and Thomas Wolfe.

Consider matters of fiction and fact are nowhere near as busy examining the infidelity rite as the American thinkers who have been asked to look to nuclear fusion, the real meaning of sex and the innermost thoughts of Mikhail S. Gorbachev as arrows for their quivers, but there have been a few in unlikely places. Marilyn Callaghan knows all about the reasonableness of the hot-and-cold play and, back in October of 1985, the esteemed Margaret Atwood had an entire section page in *The Globe and Mail* to herself atop from a couple of large pictures for a discussion on the Blue Jays this day after they beat the Yankees and won the tie. But.

"If someone had told me 25 years ago that I'd be paying my attention to baseball team of any kind, anywhere, in 1985 I'd have reacted with sudden disbelief," Ms. Atwood confessed. It turned out, though, that she had once played the game. "I did not realize it was there when everyone, including me, thought I would do the

America is crawling with the owners of oversized cerebellums who have found baseball an ideal escape valve from weightier ruminations

least harm." Not vintage Otto Gumbel, staff, perhaps, but she's not there at the bar corner.

And now it's George F. Will's turn to cash in, as a syndicated political columnist who also appears on the national networks in forms of cross-purposes at an through round, sophisticated spectacles in unimpeachable shabbies, following the unfathomable.

He has done an admirable job on La Russa, who, as every barber, taxi driver, university professor and perhaps even an occasional newspaper publisher is aware, is the manager of the Oakland A's, the world champions of the United States and Eastern Canada. Will picks such barrels as "A hand-and-run has three variables. La Russa wants at least two of them in his favor," and "La Russa believes in taking risks precisely because baseball is all risks, the odds being against almost anything you try," and "It's not correct to sit and wait for someone to hit. We want to establish an A's style of play, a lot of effort and playing with an idea."

And then, warning in his last, La Russa confesses that when a team such as the Blue Jays gets a runner on second base, "they work hard at stealing and that really irritates me." This is a curious irritant, because stealing

signs is part of the grand old game and most parents revel in the chemistry. But, apparently, owing the catcher's signals from second base pulls La Russa, although author Will reportedly doesn't explain why. But he further quotes the manager: "If I were a pitcher and I had to deal with all the changes of signs that the other team makes necessary by stealing signs, I would not put up with the disruption of my concentration."

La Russa says what he would do is what Roger Clemens, the Red Sox first baseman, did once: "As Clemens came to the stretch, he looked back and saw that the runner at second was getting the location of the pitch. He stepped off the mound, walked back there and said to the runner, 'If I ever see that again from you or anybody on your team, I'm going to bury the guy at the plate.'" La Russa says the runner gave Clemens some backlash, so Clemens returned to the mound and on the next pitch used the better signaling."

Upon reading this, your agent was soon on the line with Dr. Ronald W. Taylor, the team physician for the Blue Jays, the only medical man on earth who pitches better practice to Blue Jay hitters in his youth. Ron pitched to Mickey Mantle and Roger Maris in the World Series of 1964 and to Frank Robinson and Doug Pate in the World Series of 1969 and, other times, Willie Mays. He was a relief pitcher for the St. Louis Cardinals in 1964 and the New York Mets in 1969, worked seven seasons in four appearances in those two series, had an earned-run average of 6.09, allowed no hits and batted five.

"Why would Clemens be upset by a guy stealing signs?" I asked him.

"You got me," he replied. "There was no point stealing my stuff. First pitch a fastball, 3-and-2 my slider, nothing symptomatic about that. I threw five 3-and-2 sliders to Mantle one game, all every. Then I threw one a slider outside and walked him."

Speaking of sign-stealing, Ron said that when a player is traded, the team he leaves usually changes its signals as they won't be common common knowledge. "When I was with the Mets, we traded Ben Sorensen to the Expos but the manager, G. B. Sages, didn't bother changing our signs. Sorensen could never remember 'em anyway,' G. told us."

No doubt will be found here with one area of the La Russa examination, in enforcing the designated-hitter rule, he says that handling pitchers is tougher on the team than on the league, whose adherents boast that the hit rule elevates managerial strategy.

"What often is far from obvious is when to remove pitchers who never need to be removed for pitch limits," Will writes. In the National League, it's practically rare that if his team's leading lefty is a game, the manager will pitch him for the pitcher.

This is elementary stuff for *Maclean's* readers—old *Maclean's* readers. Away back in September, 1978, your agent passed the word that if there is anything after that seeing a pitcher swing a bat, so he must in the NL, it will be a manager's dream. I'd bet even Margaret Atwood is up on that.

Has. Has not.



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Prison Night III scores: Robes (standing below) in *Blood Relatives*; successful

FILMS

Big bad movies

Canadian B-films aim low and score high

For a movie based on a script that was written in a single weekend, there is no shortage of action. A salty high-school ghost named Mary Lou rises from her grave and comes back to haunt her high school. She punishes out a student's heart with four-inch-long fingernails. She puts a guidance counselor under a bus-driver that spews battery acid. She slams up a soccer teacher played by ex-honer George Clooney and turns him into a human banana split, slaughtering his body in whiplash crimes and chores. Although it is unclear whether she is the villain or heroine, Mary Lou is a bad girl. And *Prison Night* is *The Last Kiss* which opens this month across Canada, is a bad movie—aimed at the adolescent appetite for bad taste. Billed as “a raucous comedy from hell,” *Prison Night* belongs to a singular brand of Canadian films. They are Canada's B-movies, products of a seldom celebrated but consistently successful branch of the domestic film industry.

They almost never win Genie awards. They feature no-star stars. And most of them play for just a short time in theaters before finding a



spot on home-video racks. But, unlike many Canadian films, they are produced without public money. Even once a year, they tend to make a profit. Throughout the film industry, they are known, euphemistically, as “genre movies.” The less polite term is *slotch*.

A marketable B-movie is a truly international product that slices through differences in language, culture and taste. The Toronto-based Entertainment Corp., one of Canada's most prolific producers of feature films, has six B-movie divisions for release this year. And the company has plans to sell three to distributors in more than 30 countries. “This kind of film can be knocked out on a regular basis,” said Syd Caplan, one of six B-movie contacts. “It has to have a type of market appeal that translates internationally. Action adventure goes everywhere. Horror travels very well. Light comedy doesn't.” Added Peter Simpson, the Toronto-based president of Newstar Entertainment Inc., “A guy with 18-inch horns runs out and blows up the village—how bad's commercial?”

Simpson produced *Prison Night* in the third of a series of Canadian-made high-school homicide movies. Jamie Lee Curtis launched her career in Simpson's original *Prison Night* (1979). It grossed more than \$53 million at the North American box office, and NBC bought the TV rights for \$4 million. *Blood Mary Lou*, *Prison Night* (1986)—in which the title character, a murdered prison queen, comes back from the dead to seek vengeance—was less successful at theaters. But Simpson says that he encouraged by early reactions to the new script. At the American Film Market in Las Angeles

earlier this year, he made more than 10 million to foreign sales. “There were nice Japanese people coming left all month for it,” he said. “They laughed their heads off.”

In an interview at his Toronto office, the pudgy Simpson wears an open-necked shirt and a pair of blue jeans held up by suspenders. Placed prominently on the wall behind his desk was a picture of him with Prime Minister Brian Mulroney and Communications Minister Marcel Masse. As well as producing such films as *Prison Night*, Simpson is the chairman of Media Canada, the private agency that places advertisements at the behest for the federal government.

By laughing heartily while with reporters, Simpson was critical of the government's film-funding agency, Telefilm Canada, which could not fund B-movies. Telefilm's official guidelines say that movies depicting “excessive violence or sexual violence” are ineligible for government financing. But Simpson charged that the agency uses a double standard. The Telefilm-backed *The Zoo* (in 1988), a Quebec movie that was 13 Genies, opens with a homosexual rape scene in a men's prison. “Because the French are so isolated and worried about their language, they can do whatever they feel like with in their cinema,” he said, “and Telefilm and says, ‘Where do we stand the chop?’ But if I try to do it in English Canada, they'll say we're denigrated.” Yet Simpson clearly understands the difference between art and exploitation. “If you open up Telefilm to more commercial pictures,” he added, “and someone wants to make ‘Scarred Heart,’ then where do you draw the line?”

Telefilm has, in fact, helped Simpson make more serious films, including the recent *Child Comfort*, a darkly comic drama about a Prairie mother who kidnaps a travelling salesman as a present for his daughter. Although later compared for five Genies, *Child Comfort* got a frosty reception at the box office. And Simpson wonders what has happened to the audience for art movies. “Where has the 5-mg liberal-minded and legitimate gone?” he asked. “I want those back—we'll wait their money.”

With a few exceptions, mostly in Quebec, producers of more serious Canadian movies are still struggling to capture an audience. B-movies, meanwhile, enjoy relatively easy sales to the international market. And actors depend on them for regular employment. Binge-eating Canadian actor Jim Robes acknowledges that “nearly all the Canadian films I've done are B-movies.” Robes portrayed a mad surgeon performing brain transplants in *Blood Relatives* in 80 horror comedy released last fall. “I don't know any more than anyone because I always such a frantic schedule,” he said. “There is never enough money, and there can be thousands of technical problems. You can spend hours putting on a fake neck and having it cut.” In *Blood Relatives*, Robes even got to play a sex scene with a naked young actress, a rare screen opportunity for a 48-year-old actor. There is an insatiable demand in B-movies for young women who undress or die violently—or both. Lauren Zane, who grew up in Truro, N.S., has proven herself in sex scenes, including last fall's *Last and Male*, the ON

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FILMS

dreams about the Colin Thatcher murder case in which she played Thatcher's mistress. But Zein says that she has also acted in more Canadian B-movies that she cares to remember. "Dead blondes are my forte," she said. "I've had my threat shot twice."

Zein recalled that, ask-to-death of B-movies, she went to England in 1986 for two years of stage work—"I really got fed up with being killed off." Her roles often required nudity, "but nudity doesn't bother me except when you add the violence," she said. In a B-thriller called *Visiting Hours*, a character risks her shirt off and therefore has with a knife. The director wanted to show her breasts.

But Zein persuaded him to put up to her face instead.

"Why is it always the women who have their breasts and not the men who have their breasts between them?" she asked.

Sexual violence is an integral part of the B-movie business. A poster for one upcoming release by SC Entertainment, *A.K. Art Killer*, shows a paint splattered naked blonde being held against a gold picture frame—the movie is about a murderer who hangs his victims as works of art. Asked about the movie's explicit sex producer Nicolas Stelakis shrugged and said, "My distributor at Spout doesn't even know what scenes means."

The bloody portraits of SC Stelakis and Cappe, have appeared on a dozen features in the past four years. Most of these movies are slick, with one notable exception: *Murder One* (1986), a gritty drama based on the true story of a mass murder, where high praise from critics. But the film was empty distributed and passed almost unnoticed in Canada.

It is not clear how it stood from the big commercial style—after three movies before financing is a place. In fact, 1986 feature was a substantially dreadful horror spoof called *The Final Chapter*, starring Sylvester Stallone's brother, Frank, making his screen debut. The producers wanted a name they could recognize, recalled Cappe, "so we said, 'Let's give them a Stallone.'" Now, six months later, its budget has been escalated to \$5 million a movie, and it has built up a network of buyers from Britain to Brazil. The company's offices and studio space (a lovely renovated former factory) but Stelakis, 34, and Cappe, 37, still at behind being deals, in they did in their first office nine years ago, a first floor a pharmacy owned by Cappe's father.

They say that they may move their base to Los Angeles. "It's very frustrating working in this town," said Stelakis. "Who do you meter deals with? Who do you have lunch

with? In L.A., you meet a lot of people to have lunch with." Cappe added that Stelakis has received 50's approval for financial assistance. "Stelakis has created an artificial industry," he said. "If there is no way for a viable company like ours to turn to Stelakis for business support, then there is something wrong with its practices."

But House, operations director of Telefilm's Toronto office, said that the agency has closed funding to SC films "specifically because of the sex and violence." House maintained that exploitation movies do not need or deserve public support. He added "SC is part of an industry that exists all over the world and has nothing to



Scene from A.K. Art Killer: blending horror, action

do with anyone's cultural priorities." But House acknowledged that some genuine artists have worked in the medium. Many film-makers develop their craft on the sets of low-budget horror films. And Toronto director David Cronenberg used the horror laboratory to create his own form of art. Cronenberg went on to direct *Dead Ringer* (1988), one of the most acclaimed Canadian movies ever made. Its plot sounds like that of a B-movie—two genealogists swap bodies, take drugs and commit suicide. But it is, in fact, an elegant tragedy.

From *Murder One* however, is a sociologically true. The characters are shallow, the pace is profound, and the script is clumsy. Like any good B-movie, it is a bumpy carnival ride into the dark—a trail of blood to a deathbed. And despite the subtitle, *The Last Kiss*, as long as there is an audience looking for a bloody laugh and a cheap shock, Mary Lou's gone will be open for business.

KEVIN B. JOHNSON

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By Barry W. Williams

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BOOKS

Exile to the minors

Paul Quarrington's new hero is a failed goalie

LOGAN IN OVERTIME

By Paul Quarrington
(Doubleday, 315 pages, \$14.95)

A 196, Paul Quarrington steadily occupies a secure spot in the library of Canadian literature with an ever-expanding shelf of wacky, idiosyncratic novels. They include *King Lear*, which won the 1984 Leacock Award for Humour, and *Whale Music*, the 1989 Governor General's Literary Award winner for English fiction. Quarrington's weird concoctions of lovable, scull-dovey degenerates whose weaknesses of the flesh are often infused by a generosity of spirit that is the source of both their humanity and their salvation. But *Logan in Overtime*, the author's sixth novel in almost 15 years, will disappoint his fans. Slipshod and choppy, it is a slow read for a short book.

In here, Logan, is a washed-up boxer and womanizer whose main claim to fame is having had six years of service as an NHL goalie. But a hole in his left "the size of a hockey puck" and, worse, "unbearable" knee have relegated him to the Falcenberg Falcons of the obscure, fictional Ontario Professional Hockey League. For Logan, there is only one life worse than that, and it is not death—it is being traded to the South Grosse Pointe, the league's perennial cellar-dwellers. All depends on his performance during a crucial game that ends in a scintilla tie and goes into sudden-death overtime that continues over several days.

On that slender premise—in as shaky as Logan's knees—Quarrington tries to sustain a novelization of which a short story is struggling to be born. He populates the book with his usual mosaic cast of secondary characters—an eccentric Indian medicine man, a valetorous television weather reporter—and bizarre subplots, but the result is an unconvincing run of humor and sentiment laced with some extraneous literary spritz.

Despite its recent publication, the novel was in fact written before both *Whale Music* and *King Lear*. Given its awareness, that does not seem surprising. Quarrington is an inventive and prolific writer whose talents are well-cubed. His latest effort, however, is strictly minor league.

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JUSTICE

A war on drunk driving

The P.E.I. crackdown is a major success

After his third impaired-driving conviction in 1996, 29-year-old Gerard Wood of Charlottetown had to earn the right to drive again. Wood, now a second-year psychology student at the University of Prince Edward Island, spent three weeks at a provincial alcoholism treatment centre and then took part in a six-month follow-up program. Mandatory alcoholism treatment is just one part of a co-ordinated program by police, judges and concerned citizens of the Island to reduce drunk driving. The crackdown also includes mandatory jail sentences even for first offenders. Since the program began in 1985, almost 4,000 people, including lawyers, teachers and even a woman who ate eight meals of penicillin, have served time. And statistics show that the program has been working.

The success of the Island's harsh approach is evident from figures collected by the Ottawa-based Canadian Centre for Justice Statistics. The number of people charged with impaired driving in the province fell by 36 per cent between 1984 and 1996, to 806 from 1,260. By comparison, the total number of such charges in Canada declined by only 15 per cent during the same period, to 121,267 from 142,100. The province's crackdown also involves high-profile public-awareness campaigns organized by Mothers Against Drunk Drivers (MADD) and Strangers Against Drunk Driving (SADD). And Sgt. David Holmes, supervisor of the Island's RCMP traffic division, "These results have certainly given us a lift."

Among the 128,000 residents of Canada's smallest province, alcohol-related traffic accidents and tragedies have left a lasting impression. Citizens active in the campaign against impaired driving frequently cite the 1974 death of Charlottetown Festival star actress Christine Chisholm, who was killed by a drunk driver in another car after a performance at the Confederation Centre of the Arts.

First offenders receive two, three or four days in jail depending on the level of impairment. On top of that, they are fined \$900 and must pay a \$100 surcharge, which goes to a support group for victims of drunk driving. Police and provincial court judges have received considerable support from MADD and SADD, which have tried to focus public attention on the problem of impaired driving. There is a chapter of each in each of the Island's 13 secondary schools with a total membership of about 800. Robert Barry, a 19-year-old Grade 12 student who is provincial president of SADD, said that the organization has borrowed severely damaged cars from wine-drinking companies and displayed them temporarily in front of their schools.

Some P.E.I. defence lawyers support the public-awareness campaign but question whether harsh sentences are an effective deterrent. "You can only eliminate crime by

changing public attitudes," said Kent Brown, a lawyer who has appeared several drunk-driving and sentences on behalf of clients. But many Islanders say that the crackdown on impaired driving has made a major impact on their lives. Wood, a former hospital orderly, says that he gave up drinking after going through the treatment program. He added, "Going into treatment was the best thing that ever happened to me." And, clearly, the success of the get-tough program is also one of the best things to happen to the province.

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with BARBARA McANDREW in Charlottetown

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TELEVISION

Prime-time perversity

David Lynch brings his dark vision to TV

TWIN PEAKS

(ABC/Globet Sunday 9 p.m.)

In a hauntingly perverse way to the screen, few American detectors have achieved the notoriety of David Lynch. In his first feature film, the surreal *Eraserhead* (1976), chickens on plates at a dinner table flap their wings and spurt blood at the touch of a fork in his break-through hit, *Blue Velvet* (1986), a cocaine player by Dennis Hopper goes about his life trying to achieve orgasm. Now, incredible as it may seem, Lynch is about to unleash his dark imagination on network television. The 44-year-old film maker has written and directed *Twin Peaks*, a drama series that is being launched with its two-hour pilot on ABC and Globet on April 8. Seven weekly one-hour episodes will follow.

In prime time ready for David Lynch? Only the ratings will tell. But if the pilot is any indication, Lynch is certainly ready for prime time. Although he has kept the sex and violence well within TV's taste patterns, Lynch has not compromised the seductive strangeness of his vision. In *Twin Peaks*, the gap and the perverse, the dream and the grotesque, the accidental, often hilarious—and never anything ever produced for American TV.

Part murder mystery, part satirical soap opera, the series is set in a fictional Pacific Northwest town called Twin Peaks. The story begins with the discovery of a girl's corpse, strangled in plastic in the shower of a lake near the town's lumber mill. A popular high-school student has been murdered, setting off a chain of events that will change *Twin Peaks* forever.

The town's sheriff, Harry Truman (Michael Deakton), and his FBI agent, Dale Cooper (Kyle MacLachlan), padlock to solve the case. And, as they investigate, the plot unravels in elaborate web of relationships among the townsfolk. *Twin Peaks* has come mirror that Peyton Place. Everyone, it seems, has something to hide. The murder notes a hybrid of severely twisted with a woman who lives with a police officer. The town's gothic dance a dark secret with a sensitive baker who is desperate for an heir. The victim's psychiatrist goes strangely when he asks the police if he can take a look at the corpse. Meanwhile, a



Chen, Outreau: finding a corpse shrouded in plastic

pristine Asian beauty (Joan Chen)—a widow who owns the town's fishing, seafood—lives in the background. And two of the town's prominent businessmen, including the dead girl's father, are conspiring to take over the mill.

Lynch clearly seeks in revisiting the clichés of small-town soap operas. Although *Twin Peaks* is a contemporary story, it seems frozen in time. Its setting evokes the 1950s, the decade when America, on the surface, seemed innocent and prosperous. The horror of the murder speaks like a stark stain through the conformity, revealing layers of deceit. Characters exchange secrets in places with names like the Roadhouse Diner and Big Ed's Gas Firms. There is a sinister, twisted, and twisted operator who lives in shadowing. And the town's inhabitants are right out of a James Dean movie.

But the most obvious Fifth type is Dale, the innocent FBI agent. A variation on the sensitive sleuth that MacLachlan portrayed in Lynch's *Blue Velvet*, he could be one of the Hardy Boys. There is a surreal road map of clues for Dale to

follow. Consequently, the murder victim has left behind a locked diary, a home videotape of a secret encounter, a broken necklace, and a key to a safety-deposit box. There is even a clue hidden under the corpse's fingernail.

Lynch darts with the farthest touch of a cartoonist in love with his work. The demonic tone of *Twin Peaks* is eerie. The camera lingers on beautiful images while an ominous sound track—featuring a synthesizer sifting on the same few minor chords—maintains a hypnotic conversation. But Lynch keeps undercutting the mood with sardonic humor.

Speaking into a pocket tape recorder, the FBI agent reports on motel entries and local scenes. A police photographer breaks down and weeps as he takes pictures of the corpse. "Is this going to happen every damn time?" the sheriff asks his assistant.

The most disquieting aspect of Lynch's work lies not in the lurid details, which is indeed bizarre, but in the way that he makes the normal seem strange. Tate droops. Near the end of the *Twin Peaks* pilot, which takes place all in one day, the sheriff and the FBI man return to a conference room to find four dead doughnuts and out in piles of two on the table and arranged according to type. They have been poisoned by the sheriff's assistant. But the scene was inspired by Lynch's personal history. He went to an obsession with doughnuts, especially chocolate doughnuts with chocolate icing. He eating, later, in fact, an legendary. For seven years, he ate lunch almost every day at a Los Angeles fast-food restaurant called Bell's Big Boy. Packed by chocolate shakers and countless cups of coffee, he scribbled recipes on napkins.

Although Lynch works on film's outer limits, he seems accurately well-versed for the test-tube studios of television. Like TV, his style is minimalist yet detailed. Adapting to TV's rushed shooting schedule, he has integrated conventional cues into the script—such as a flickering fluorescent light in a scene at the morgue. Meanwhile, ABC's executives have gone Lynch an extraordinary amount of creative freedom. "What we'd done was so foreign to their experience," said Mark Frost, Lynch's partner, "that they couldn't possibly have to tell us to do it any better or any differently."

While the style of *Twin Peaks* is innovative, the program explores new terrain in TV's most traditional and addictive form of drama—soap opera. In the pilot moment, which has the pace of a slow turn, Lynch takes time setting the book, that once he does, it feels deep. At the end of the two-hour pilot, there are questions begging for answers. What strange things had the dead girl done? Who killed her? Why the police? Why the doughnuts? What will David Lynch think of next? Stay tuned.

BRIAN D. JOHNSON

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Women in Moscow must hold jobs and log another 40 hours each week at home

BOOKS

Gender cold war

Soviet women are too taxed to relate to men

MARCO JACKSON

SOVIET WOMEN WALKING THE TIGHTROPE
By Francine du Plessix Gray
(Doubleday, \$24.95, 213 pages)

It is a harrowing portrait of Soviet women, Francine du Plessix Gray combats long knowledge of her subject—she was raised in Paris by Russian women—with an American novelist's gleeful sense of irony. And the reader should be grateful to Gray for the clarity of her writing. She writes, "In a way, the Soviet Union (although high taxes do) is the place in a strong patriarchal culture expressed by the Russian proverb: 'Women can do everything, men can do the rest.'"

According to du Plessix Gray, since the Bolshevik Revolution of 1917, women have done everything 95 per cent of women work at jobs while also juggling 40 extra hours every week shopping, cooking, and single-handedly raising their children. Most husbands do very little around the house. Soviet grandmothers do not stay at home and help, they work as doctors or dentists or office buildings. Housework is made even more difficult by the scarcity of consumer goods and long queues, and women are anxious and exhausted by their overbearing. Du Plessix Gray's descriptions illustrate how the state encouraged an essentially like female "unconscious" women in production—

to swell the labor force—but ignored their role as coproducers and domestic slaves. The result is a class between the sexes that makes the Western gender gap look like a lovers' quarrel.

When du Plessix Gray asked a group of women what domestic duties their men undertook, there was derisive laughter all around. "He takes out the dog," one said. "Man giggled. 'He takes out the car...'" (Further irony!) Du Plessix Gray was amazed by the attitude women displayed towards Soviet men, a hearty contempt that, she writes, "might make the most contented American husband uncomfortable."

Everyone on the street, du Plessix Gray says, women complained about the "privacy and bourgeoisie" of their men, while talking over the "gallery" of American males. Even comedians were treated with condescension. One school teacher described her husband of 25 years as "charmingly adaptable." Slightly right at this review moment, the author concluded that the Soviet Union might be as much in need of a men's movement as a women's movement.

The control that women exercise over their little domestic kingdoms empowers them at the door of the marriage ward, however. For a country that prides itself on technological prowess, the Soviet Union is tragically backward in the area of genderology and statistics, du Plessix Gray reports. Sex education is almost unheard of and one woman reported that abortion is considered more reliable and "almost 'classical'" compared with the available

surveys of birth control. A gynecologist estimated that there are five to eight abortions for every live birth, one woman thought 14 abortions per woman was more likely.

It is hardly surprising, then, that women turn to more frivolous matters, such as fashion. Du Plessix Gray reports that Soviet women of every level, from philosophers to factory workers, are obsessed with dressing well, spending hours in search of matrons Dior blouses. Still, du Plessix Gray accepts that feminism with surface, in an otherwise bleak environment, fulfills offers women a bit of color and a sense of self-worth.

For men, self-worth is more problematic in a country where they have traditionally been excluded from both domestic and political power. Indeed, du Plessix Gray devotes considerable space to the mid-eyed, gloriously husband-trying not to get in the way of their all-too-capable wives. Men are an elusive presence in the book. Du Plessix Gray concludes that the matronhood, that staple of Russian folk art, is a kind of Soviet woman's art of caring female figures, created not aside the other—"gynagogical" females" reproducing themselves generation after generation.

The spectacle of oppression without sexual equality is immensely poignant. Du Plessix Gray describes a country of women whose great strength is still in the form of martyrdom, who are left with little time or energy for political vision—or even love.

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11 From the book

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A son's progress to Dad's comforts

BY ALLAN FOTHERINGHAM

THIS father I know, as a lad, was fascinated with Richard Hillburton and his derring-do. Hillburton was an American explorer and writer who dangled exotic boys with his dashing adventures. In 1902, he made an expedition to mysterious Tibet. He traced on foot Cordillero's route in the coast of Mexico. He travelled around the world in his own plane in 1931-1932. He traced the route of the first Crusade and the travels of Alexander the Great in the coast of Asia. He followed the trail of Herodotus from Carthage to Italy. He swam the lakes of the Panama Canal. When this father was young, he wanted to be Richard Hillburton—who was lost, at sea in a typhoon while trying to sail in a Chinese junk from Hong Kong to San Francisco in 1509.

While Hillburton was a reporter, Cecil Rhodes was a doctor. The old colonial bully but rich as the diamond fields around Kimberley in what is now South Africa. Before he was 30, he personally controlled an area equal to 96 per cent of the world's diamond output. The Rhodes Scholarships of course still bear his name and Rhodes used to be had a grandson named of "a map red (i.e., British) from Cape to Cairo." He set out to build the Cape to Cairo railway, which didn't quite make it. Cecil being busy with the Boer War among other things.

So, father has this son. Son, with his usual luck, wins as a door prize at a dance an Air Canada ticket that can take him as far as Athens. Father and son hatch this idea. While father goes to Cape Town to free Nelson Mandela and then head north, son will go to Cairo and head south. They will attempt to do what Cecil Rhodes failed to do: link the Cape and Cairo.

Son arrives in the middle of democracy and immediately takes up the opportunity to view the Pyramids. It is covered with scaffolding from a Japanese construction crew. Father, at the rally celebrating Mandela's release, expects to be a reporter again, rather than where only faint bread and fruit himself caught between police bullets and rioters' backed fists. Father de-



clines to go back immediately to being a thrash-sacking colonist as an office.

Son finds a Greek, who wants to sail across the Mediterranean in a small boat. They need a third body to help in manning the 24-hour watch and find a young Tokyo lawyer who trades as a bus selling skills. Once afloat, it turns out he has never been on water before. He throws up steadily for four days. When they reach Egypt, he has lost 11 lb.

Father, with the aid of a cable car, arrives at the top of Table Mountain. It is 3,763 miles west to San de Janeiro, 7,667 miles to Montreal, 6,909 miles north to London, 6,832 north to Sydney and 8,044 to Beijing. The memorial to Cecil Rhodes overlooks the University of Cape Town, whose trustees now use it as a training spot. It faces north, to Cairo.

There is a communications problem on the Dark Continent. Because of the political situation, African states allow no telephone links

with heretofore South Africa. Son cannot find father. Father has no idea where son is. Son phones a lady in Vancouver who phones father in South Africa, at considerable cost to the treasury. It is a shaly source of information, only son stop up from jungle dream.

Son apparently is in the Sinai peninsula, south of Israel. He returns for noon and board, he is teaching English to camel drivers huddled at his feet in the dust. He stops short of Shakespeare. Father, having brood Mandela, spends his time arguing with telephone operators that there must be some way, as the year 1990, to reach a hotel, any hotel, in Jerusalem.

Son, travelling up the Nile, reaches the fabled ruins of Luxor and finds the ineffable taste sensations of eating deep-fried pigeon, which is apparently short on drummer. Father notices, on the way to Cape Town airport, an overpass decorated with new spray-painted graffiti: PREPARE AND PLAN NOW—TO GOVERN.

Son is 26 hours on an Egyptian train, in stark clime, with chickens and fat lot. Some of the passengers are sleeping in the luggage racks. Unfortunately, the chickens with their are motion. And doing what chickens do. Son awakes after 26 hours, has half lot of delightful chicken droppings. Chicken-budding. It's good for a son. Father, meanwhile, has made it north to Jerusalem, tracing Cecil's railway all the way to the hardship surroundings of the Victoria Falls Hotel.

With the Vancouver telephone exchange, over the hat (and profit centre) of the world, it is determined that Nairobi in Kenya shall be the rendezvous. Son, arrived to his usual \$2.50-a-night, hostelry, finds it only proper to get spread up to meet father—and a hotel with the first but shows no mouth. A hotelier would be wise. "We have a little problem here," says the lady behind the desk. "No line." It costs son 30 cents for the line, \$50 for the hospital visit.

And so, as the son sets out yet another country that used to be British red on the map, son looks longingly at father's modern but shabby, the pot at the end of the rainbow. But he can't touch it, since the delousing powder must do its business work for two days. It's chicken-budding, I tell you.

Father and son, the long, longish road on must show father and street smarts the other struggling north as an expense account, meet in the middle of Africa, right on the equator. Father meets son. Stanley finds Longview. Best ever. Cecil Rhodes. We have finally done Cape to Cairo.

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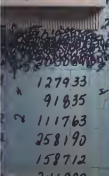
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